



B.F. Goodrich Tubeless Tires

seal puncture, after puncture, after puncture after puncture



OVER 13,000 NAILS, each about 1¾ inches long, were spilled on a short stretch of road. Then a car on B. F. Goodrich LIFE-SAVER Tubeless Tires was driven over them, so each tire was punctured many times.

The nails went clear through the treads into the air chamber. But the B. F. Goodrich LIFE-SAVERS didn't go flat. In fact, they lost no air at all!

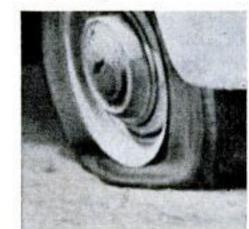
The reason is a patented sealant of gummy rub-

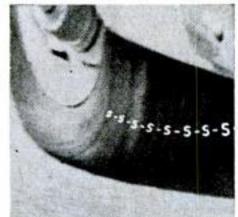


SKID PROTECTION. In this 30 mph wet-road test, car on B. F. Goodrich LIFE-SAVERS (left) stops 17 feet sooner than car on regular tires (right). Reason: its tread has *thousands* of flexible grip-blocks.

ber under the tread of the B. F. Goodrich LIFE-SAVER Tubeless Tire. It clings to puncturing nails with an air-tight grip. Later on, when the nail is pulled out, the sealant plugs the hole, making a permanent repair. Not a pound of air escapes.

See B. F. Goodrich LIFE-SAVER Tubeless Tires at your B. F. Goodrich retailer soon. He's listed in the Yellow Pages under "Tires". LIFE-SAVERS fit your present wheels. Convenient terms.





BLOWOUT PROTECTION. B. F. Goodrich LIFE-SAVERS have a patented inner liner, that changes dangerous bruise blowouts (left) to safe s-s-slow-outs (right), gives you time to stop safely.

There are more

B. F. Goodrich Tubeless Tires

in use than

all other makes combined

Be sure the Tubeless Tires you buy are B. F. Goodrich—the only company with 30,000 retailers trained to serve you by 6 years of Tubeless Tire know-how.

COMPARE the COST

Costs less than an ordinary tire and safety tube



COMPARE...You'll buy LIFE-SAVERS®



Look in your mirror...see this promise come true...

for whiter teeth change to Pepsodent

because of all leading toothpastes

Nothing gets teeth as clean as Pepsodent

Nothing . . . no other leading tooth paste—not one—gets teeth so white, so clean as Pepsodent. Only Pepsodent has the added cleaning power of Irium plus an exclusive cleaning ingredient—a formula proved to get teeth whiter and cleaner. Cleaner teeth mean less chance of tooth decay too—and a sweeter breath with that clean-mouth taste that lasts for hours. Lever Brothers unconditionally guarantees you will see this promise of whiter teeth come true—or your money back.





Scenicruiser

Get ready to experience the smoothest, most thrilling travel in highway history, when you step aboard Greyhound's luxurious new Scenicruiser! This is the revolutionary motor coach that floats entirely on cushions of air, to give you the gentlest ride ever known-that provides panoramic

sightseeing on two observation levels -offers washroom convenience, many, many other luxury features.

A great fleet of 500 Scenicruisers is scheduled to serve all Americascores are already in operation. And only by Greyhound can you travel in this motor coach of tomorrow!

GREYHOUND.



RAISED LEVEL SIGHTSEEING-Relax in a body-contoured easychair, enjoy panoramic

GENTLE AIR SUSPENSION RIDE

Entire coach floats on cushions of air, contained in flex-

ible rubber-nylon bellows. Road shock and vibration are magically

absorbed.

sightseeing on four sides and overhead.

Hundreds of modern Greyhound "Highway Traveler" coaches also offer Air Suspension, huge picture windows, air conditioning.



WASHROOM

The Scenicruiser has a completely equipped washroom - with wash basin, running water, toilet, mirror, other features so convenient on longer trips.



FREE! Pleasure Map of America

Mail to Greyhound Tour Dept., 71 W. Lake Street, Chicago 1, Ill., for full-color trip-planning map—with details on 50 Greyhound Expense-Paid Tours.

Name				**		gri
City & State	1					136
Send me specia	l informatio	on on a tou	r to:	. 4	Star 19	

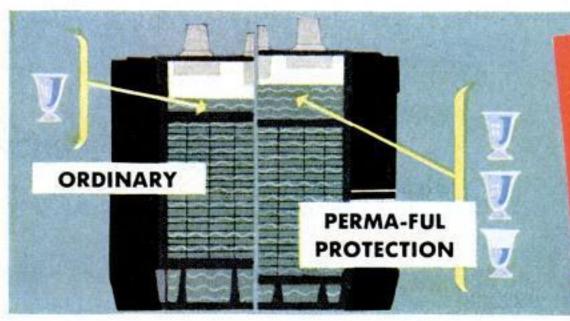
Why You Need a "Heat-Proof" Battery for Zero Starts



Most battery failures occur at the first cold weather. That's because hot summer driving and high underhood temperatures "bake out" a battery's reserve power. Atlas engineers solved this problem by designing a completely new battery. Radically new improvements make it "Heat-Proof" to hold its power... "Cold-Proof" to deliver quick zero starts.



Every improvement has been laboratorytested and field-proved in thousands of cars under all kinds of driving conditions.



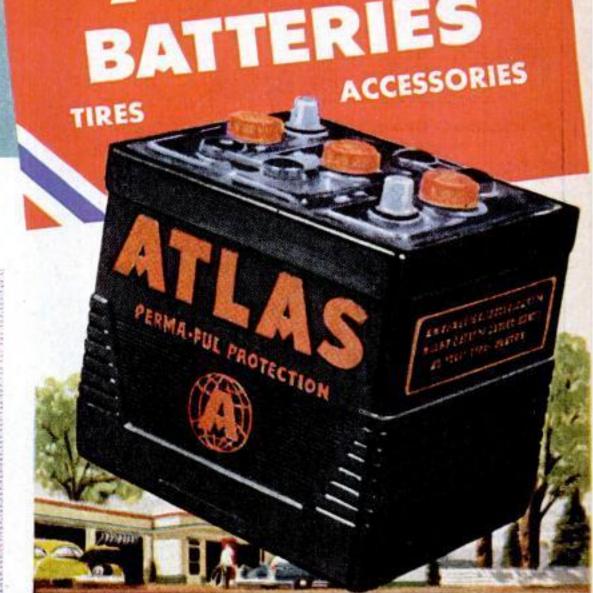
Atlas Perma-ful Protection provides more than twice as much reserve electrolyte capacity as ordinary batteries.



These proven features add up to longer and more dependable battery life, plus extra power to handle the increased electrical loads of modern cars.



Regular or Heavy-Duty, every Atlas battery carries a written guarantee — honored by 38,000 Atlas dealers in 48 states and Canada.



Play safe! Have your battery checked today. Be ready for cold weather . . . with an Atlas "Heat-Proof/Cold-Proof" Battery.

38,000 ATLAS DEALERS SERVING MOTORISTS EVERYWHERE

*REG. U.S. PAT. OFF. COPYRIGHT 1954, ATLAS SUPPLY COMPANY, NEWARK 2, N.J.

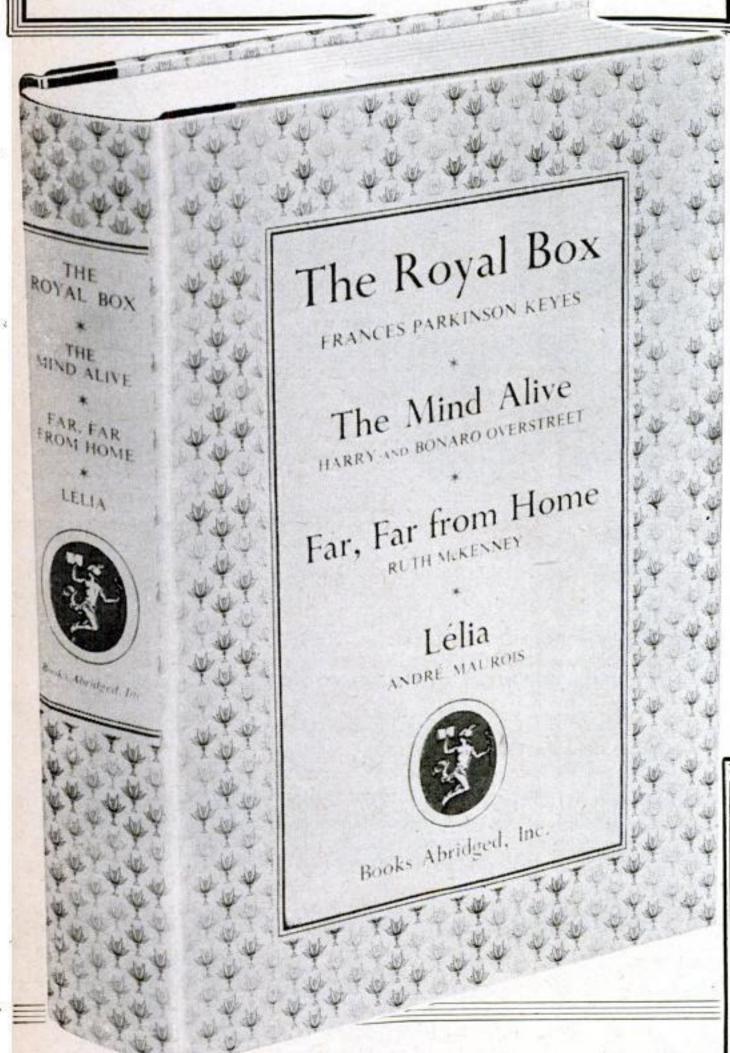
A Sensible Plan for Busy Men and Women who "can't find time to read books"

TRY IT ONE MONTH

THE CURRENT VOLUME

FREE

TO DEMONSTRATE...how much good reading you can enjoy in a single month, and how thorough and satisfying these shortened versions are...



IMPORTANT—Send request immediately if you want this particular volume as a demonstration . . . if the edition is exhausted before your request is received, the succeeding volume will be sent.

BOOKS ABRIDGED

Four-books-in-one-volume...shortened, never rewritten, exactly like the full-length books offered for years in magazines...each one readable at a sitting...published in a fine hard-bound library edition at a very low price... and handed to you by the postman, so that you never overlook getting them



DR. GEORGE GAL-LUP recently revealed in his polls that an astonishingly high percentage of the nation's university grad-

uates no longer reads books. The reason is obvious: just because of their educational advantages, they usually occupy positions where they are busy, busy, busy always! As a result, many of them feel they are stagnating intellectually by missing the stimulation and broadening of interest one can get only from books. Books ABRIDGED is a sensible service directed straight at the cause of the problem: lack of time. The books are always in the authors' own words; and they are shortened, never rewritten, by a staff of editors who have had more than fifteen years' experience in this field, and who have never failed to satisfy the authors themselves.

A GREAT SAVING ALSO—The incidental money-saving is far from unimportant to many persons. The price of each issue of Books Abridged—a single fine hard-bound library volume—is only

\$1.95 each month, plus a small charge for postage and handling. The combined price of the original publishers' editions will run from \$14 to \$16.

WHEN YOU PLEASE—Obviously, for this service to be successful, continued satisfaction is indispensable. Consequently, you are allowed to end the subscription after one month, three months—any time. Actually, you subscribe only so long as you feel that the service is satisfactorily performing its function—of keeping you from missing the new books you want to read.

WITH NO OBLIGATION—May we send you the current volume—at no expense to you—so that you may demonstrate to yourself how much good reading, no matter how busy you are, you can absorb in this way in just one month—and also how completely satisfying these shortened versions can be. If they do not prove to be so, simply let us know, and we shall immediately cancel this provisional subscription.

BOOKS ABRIDGED, INC.,	110 King Street, New York 14, N. Y.	13-9
and enter a trial subscription one month after receiving t	e current volume of Books Abridged, without in my name. If I do not cancel this subscription the free volume, you may send me a new venth and bill me \$1.95 each (plus a small chay cancel this subscription any time I please in any case.	on within olume of
	(Please Print)	
Address	• • • • • • • • • • • • • • • • • • • •	
City		
(72%)		BA5



Another "years ahead" life insurance policy by New York Life

Lets a young man start his retirement plan now-



HERE'S HOW IT WORKS:

Suppose you are age 30 and purchase a \$10,000 Life Paid-Up at 65 policy. If it's kept in force, here's what you'll have at age 65:

Monthly Income for Life (10 years certain)\$47.06*

Now let's assume that at age 35 you decide to exercise the option and convert your policy to a Retirement Endowment maturing at 65. You begin paying the higher premium. Then at age 65 you'll have:

OR

Monthly Income for Life (10 years certain) \$100.00*

As you can see, retirement values more than double.

*These figures are based on rates for men. All figures and statements in this advertisement are, of course, subject to the terms and conditions of the policy.

Add to it later when his income increases!

Popular Life Paid-Up at 65 Plan now gives you valuable new privilege of changing to Retirement Endowment Plan

Think of it. Here is life insurance that guarantees your family large-scale protection for the rest of your life. Yet it becomes paid in full when you reach age 65, are ready to retire and want to stop paying premiums. You can buy it today at the modest premium for New York Life's popular Life Paid-Up at 65 policy—at the same time knowing that in 5 years you have the option of converting it to Retirement Endowment-without paying an additional penny in back premiums.

This new option added to Life Paid-Up at 65 makes it possible for you, by merely increasing premiums at a time you may be better able to afford it, to guarantee a generous retirement income for yourself starting at age 65—and continuing for life!

It means that a young man of, say, age 30 can start his program for building retirement income right now. And in 5 years he can expand it at a lower premium than he would otherwise have to pay for a Retirement Endowment Policy at age 35.

The New York Life Insurance Company's Life Paid-Up at 65 policy with its attractive new option is ideal for the insurance program of a young family man with his eyes to the future. It is issued throughout the U.S., Alaska, Hawaii and Canada. New York Life is 109 years old and is one of the strongest legal reserve life insurance companies in the world.

MAIL THIS COUPON TODAY!

New York Life Insurance Company, Dept. L-2 51 Madison Avenue, New York 10, N. Y.

(In Canada: 320 Bay Street, Toronto, Ontario)

Please furnish me, without any obligation, full information on your Life Paid-Up at 65 policy with its new option.

NEW YORK LIFE INSURANCE COMPANY



The New York Life Agent in Your Community is a Good Man to Know

Win a two years' supply of



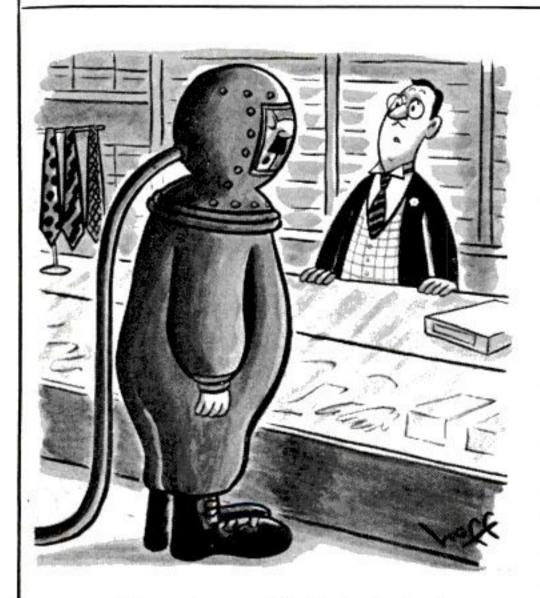
"He's happy to do it, lady. See the 'Sanforized' label?"



"Aw, come on in! You've got a 'Sanforized' shirt!"



"Let's have a good clean match, and Killer—your 'Sanforized' robe fits like a dream!"



"I want some 'Sanforized' shorts this suit leaks a little."



"... and for that 'tight feeling' in your chest, I'm prescribing a shirt with the 'Sanforized' label."



"Are you SURE these are 'Sanforized' pajamas?"

Rules for the "SANFORIZED" contest

- 1. Pick any *one* of the three cartoons on the opposite page. Then write a caption of 20 words or less which, together with the picture, makes a point about "Sanforized" along the lines of the examples on this page.
- 2. Mail your entry to "Sanforized" Contest, Post Office Box 168, New York 46, New York. Submit as many entries as you wish. Use the entry blank provided here or use a plain sheet of paper. Each entry must be submitted on a separate entry blank or sheet of paper. Entries must be original work of contestants and submitted in their own name.
- 3. All entries must be postmarked not later than midnight October 17, 1954 and received not later than October 24, 1954. Contest is open to all residents of the continental United States and Canada, except employees of the sponsor, its affiliates, advertising agencies and their families. Contest subject to Federal, state and local regulations.
- 4. Entries will be judged on the basis of originality and aptness of thought. Judges' decision will be final. Duplicate prizes will be awarded in case of ties. No entries returned.
- All become the property of the contest sponsor.
- 5. Prizes will be awarded as listed elsewhere in this advertisement.
- 6. The winners will be notified by mail approximately four weeks after the close of the contest. A list of winners will be made available to those who request it and enclose a self-addressed, stamped envelope with their entry.

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.

"SANFORIZED" shirts FREE!







At last, a contest without box tops! Nothing to buy! Men...women...boys...girls...get in on the fun! Win one of the 281 prizes! Just write a caption for any one of the three cartoons on this page.

People seem to get a kick out of sending us ideas for our famous "Sanforized" cartoon advertisements. So we decided to invite you (and *everybody* else) to get in on the fun . . . and win a prize!

No big million-dollar prize. No trip to Bermuda. Just a two years' supply of darn good shirts! ("Sanforized"-labeled, of course.)

How to enter: It's easy! Study the cartoons and captions on the opposite page. See how each one makes a point about "Sanforized." Then, write your own caption for any one of the three cartoons above, making a point about "Sanforized" in your own words.

"SANFORIZED" Contest

Fill in the form below and mail it today! Contest closes October 17.

FIRST PRIZE: One dozen white "SANFORIZED" shirts

10 second prizes of 6 "Sanforized" shirts. 20 third prizes of 3 "Sanforized" shirts. 250 fourth prizes of 1 "Sanforized" shirt.

Post Office Box 168		
New York 46, New York		
Cartoon No My ca	ption:	
Name		

Collar Size......Sleeve Length.....

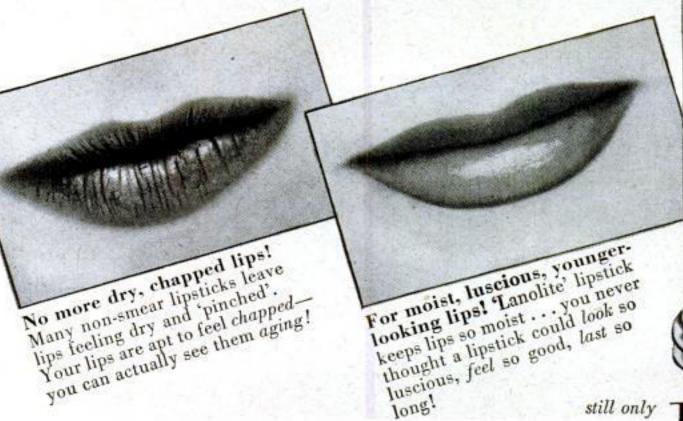
Revlow's new anolite Lipstick actually softens dry lips!



Stays on longer than any lipstick

blot or don't blot...

... either way you wear it, this new lipstick stays on longer!



World's largest selling lipsticks and nail enamel!

you've ever worn!

Why do 9 out of 10 beauty salons use **REVLON NAIL ENAMEL?**

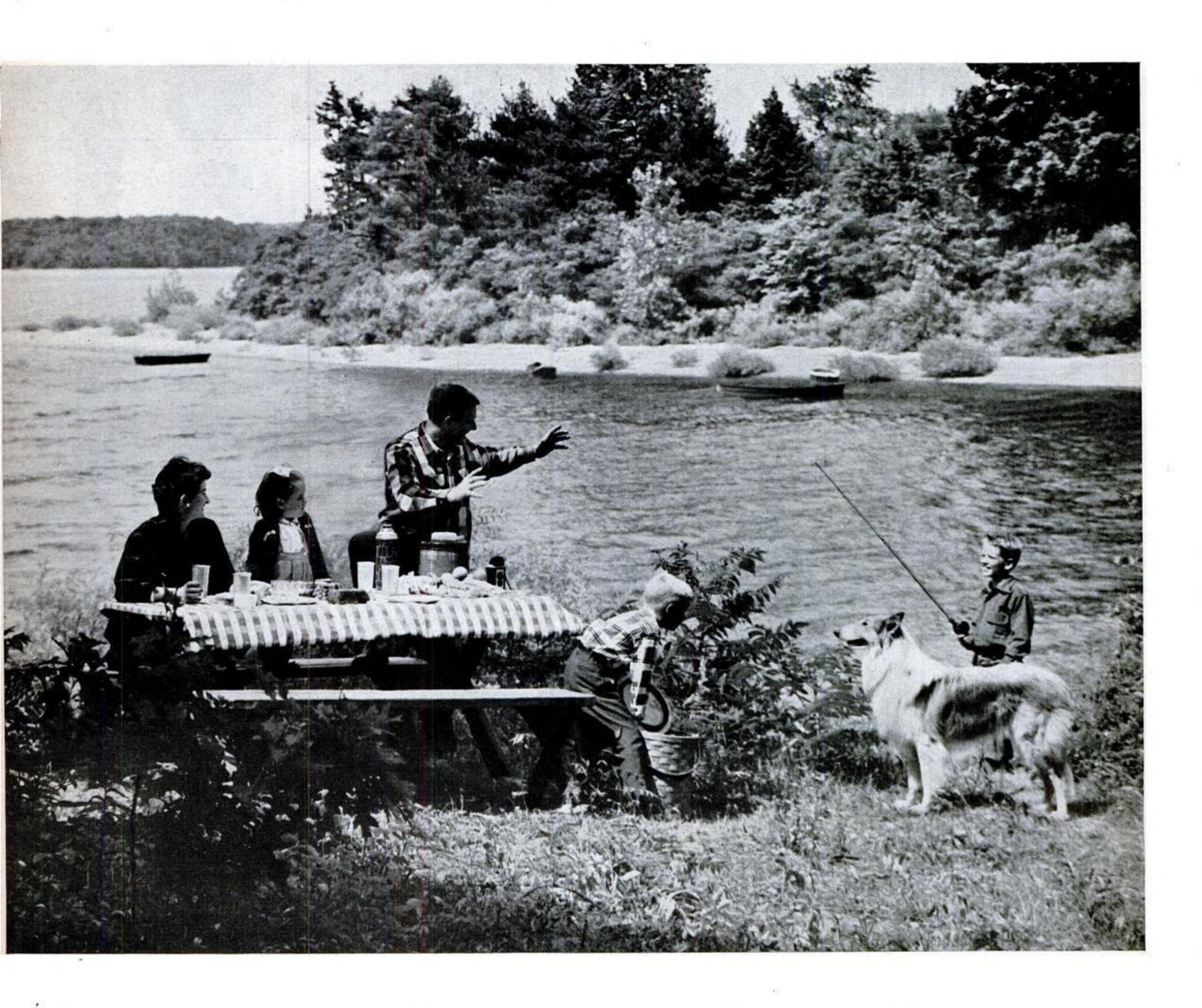
Because only Revlon creates 33 fashion-genius colors! And only Revlon stays on so long-actually helps nails grow longer,* too! That's why 9 out of 10 salons use and recognize Revlon as the only PROFESSIONAL NAIL ENAMEL! .60 plus tax.

*BY PHYSICALLY PROTECTING THEM FROM BREAKING.

only Revlon brings you 33 fashion-genius colors for lips and matching fingertips!

Non-Smear or Regular type

NAIL ENAMEL



Equitable Proudly Announces Living Insurance

Now-a new low-cost "economy-size package" for millions of American Families who want more, need more, should have more life insurance.

For you, and millions of Americans—who never dreamed it possible to own more life insurance—Equitable has devised a special low-cost policy. This policy protects your family if you die and pays you higher-thanever cash benefits if you live. You don't have to die to win!

IT'S AN ECONOMY-SIZE PACKAGE that is available in amounts of \$10,000 or more. Because you purchase this much protection, Equitable can pass on to you important savings in the form of low premiums.

At 35 you pay 15% less than before—only

\$23.41 a year per \$1,000! Annual dividends may be used to reduce your premiums.

NEW FLEXIBILITY. The "change-over" features of this new policy are designed to fit changing circumstances in your life.

For instance, if you take out the policy at age 35, you are guaranteed the right at age 55 to adjust your policy so that you will not have to pay any further premiums after 65. Or you may exercise the privilege of changing to a policy that will permit you to collect the full face amount at 65 or choose an income plan, whichever you wish. And you do so at a special low rate. Again—you save!

No other policy offers such flexibility at such low cost! Even if you are *not* a standard health or occupational risk, you may be able to obtain this protection at an appropriately low special rate. Whole Life Insurance—available in amounts of \$10,000 or more. 20 Year Illustration Assuming Dividends Are Applied to Reduce Premiums on \$10,000 face amount.

AGE AT ISSUE	25	35	45	55
Annual Premium	\$174.60	\$234.10	\$332.80	\$503.10
Average Annual Dividend*	36.80	44.70	52.90	80.90
Average Annual Net Outlay*	137.80	189.40	279.90	422.20

*Based on 1954 dividend illustrations. Dividends are not guaranteed and are not to be considered estimates of dividends to be paid in the future, as such dividends will depend upon future experience.

SEE THE MAN FROM EQUITABLE TODAY

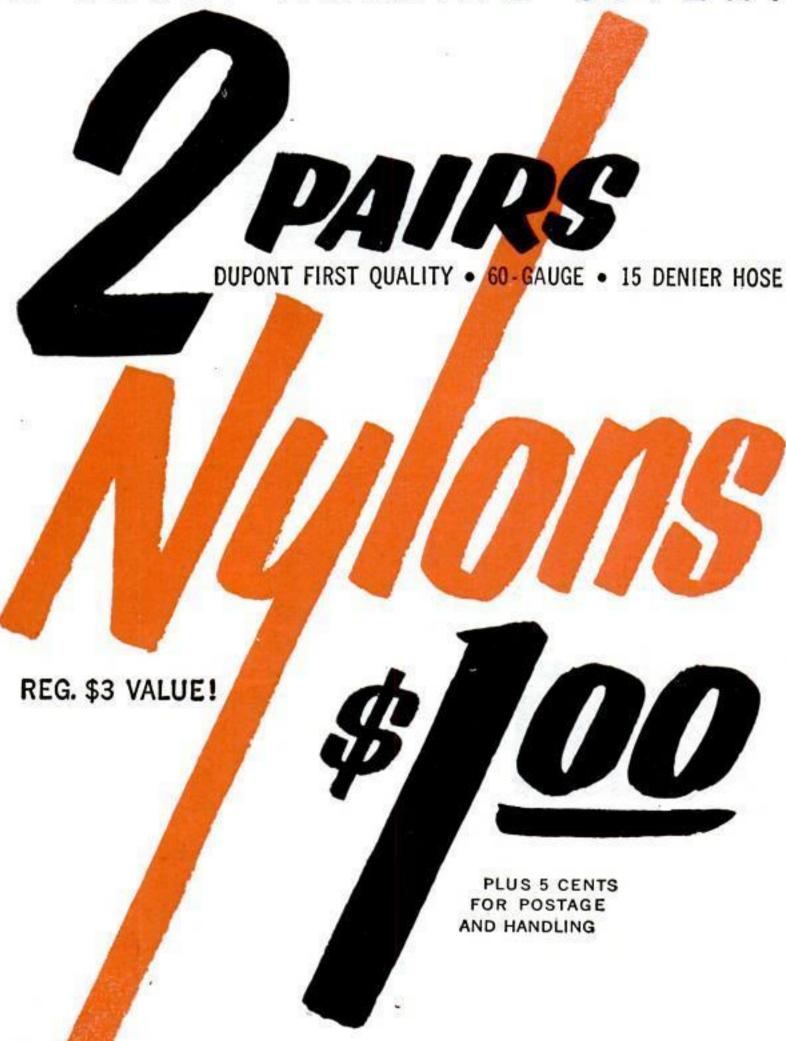
The

EQUITABLE

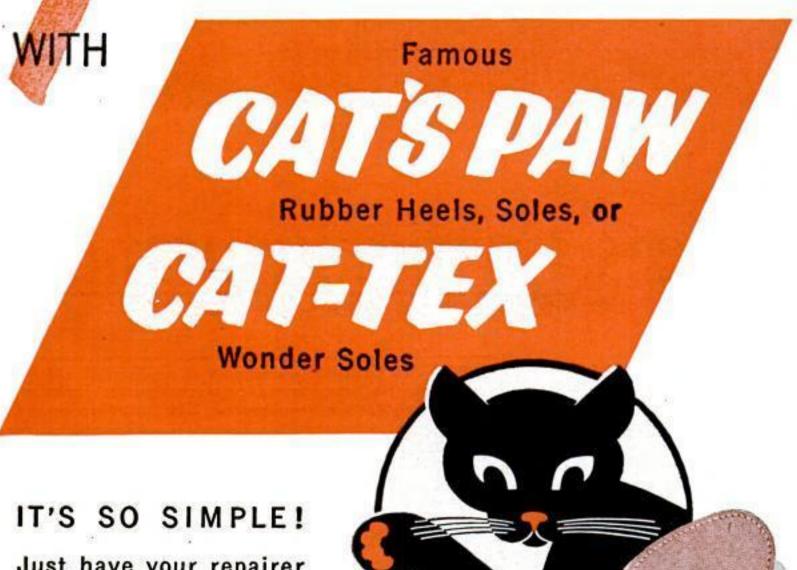
Life Assurance Society of the U.S.

Home Office: 393 Seventh Avenue, New York 1, N. Y.





EVERY TIME YOU HAVE SHOES REPAIRED



Just have your repairer attach famous Cat's Paw rubber heels or soles ... or Cat-Tex scientific wonder soles, and get coupon good for this amazing NYLON HOSIERY OFFER!



SEE YOUR SHOE REPAIRER

LIFE

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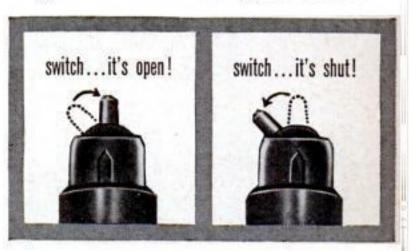
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News

Ronsonol Switch-spout

makes refueling any lighter faster, easier



* No hole to pierce

★ No cap to lose

★ No leakage or



only



for QUICK RELIEF of

Best for ANY Plint Lighter

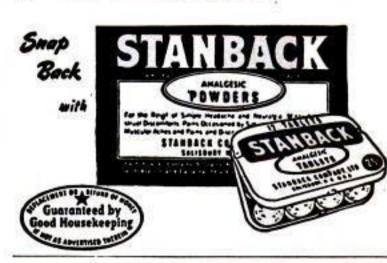
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RONSON

LIGHTER FUEL

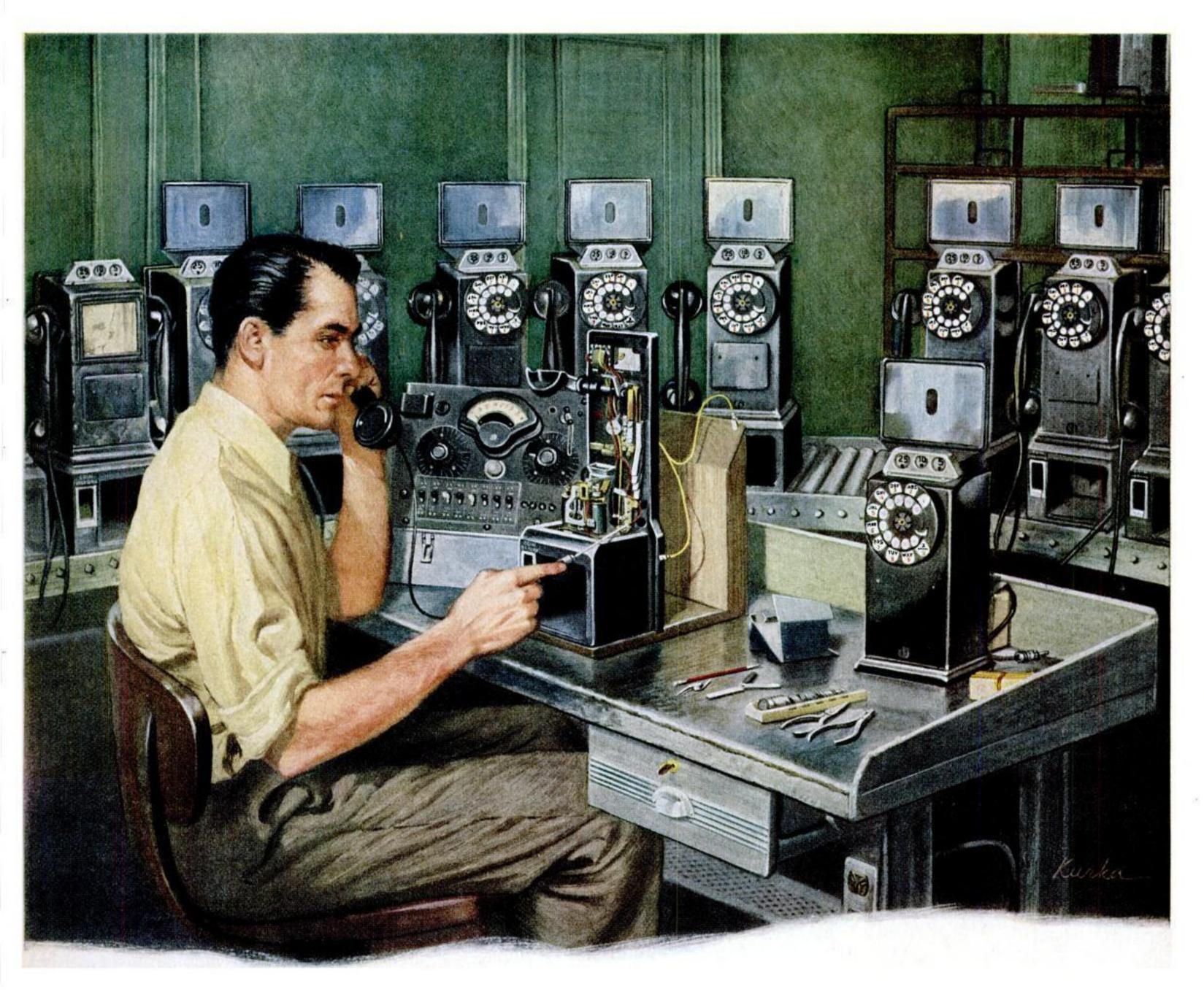
HEADACHE NEURALGIA

Stanback's prescription formula contains several fast acting ingredients. scientifically compounded into easy to take tablets and powders-Dissolves quickly-Goes to work fast to relieve pains of simple headacheneuralgia-discomforts of over-indulgence in food or drink. No unpleasant after symptoms.









Rebirth of a telephone!

Telephones for the Bell system are made at Western Electric... and also made new again. Here's one of our men testing a batch of reconditioned pay telephones in one of Western Electric's 29 repair centers. One of these centers is right in the territory of your own Bell telephone company.

Cleaned, checked, and repaired if necessary, veteran telephones are refinished and sent back for additional years of good service. Last year some 4,500,000 telephones of all kinds were "reborn." And the cost to your Bell telephone company? Less than one-quarter the

cost of new telephones. That means quite a saving, but we also help your telephone company make savings by repairing switchboards, booths and many other kinds of equipment.

If we didn't work so hard to find ways to repair things, maybe sales of the *new* telephone equipment we make would go up...but that wouldn't necessarily be best for telephone users. Being part of the Bell System we share the same aim as your Bell telephone company: to furnish the best possible service at the lowest possible cost.



Taste the fresh difference in Libby's

— it's quick-packed in Hawaii



Libbys fruit cocktail - 5 luscious fruits in sweet cahoots!

Libby's are the peaches you, too would have picked from the trees! Give them delicious fruit that tastes as if you'd just

Hawaii where it's grown on Libby's own plantations -then quick-packed so it's the freshest-tasting ever.

Those big juicy slices are so good for dessert and always ready! That golden juice is so bright for breakfast! Serve both often. Beginning today.

Libby, McNeill & Libby, Honolulu, Hawaii

LETTERS TO THE EDITORS

HUNGER IN CHINA

Sirs:

We want to congratulate you for your spine-tingling editorial "Hunger Makes All Men Brothers" (LIFE, Aug. 23) suggesting that we send some of our surplus food to the floodaffected areas of Red China.

Our government has often stressed the need for deeds as evidence of the Soviet's professed desire for peace. Here's a chance to shock 'em into suspecting there may be a little sincerity in our statements that we want peace and believe in brotherhood!

L. A. BEADLE

Southport, Conn.

Sirs:

Sirs:

... Instead of making another bungling gift to an ungrateful China, why not drive a hard-boiled bargain in exchange for security guarantees that will enable our boys to come back home? . . .

R. C. DUNKEL

Daytona Beach, Fla.

Chinese soldiers killed and mutilated our boys in Korea. The fact that they are about to starve delights me immeasurably. . . .

NOEL A. ROBINSON JR. Manhattan Beach, Calif.

... When Jonah complained because the Lord would not destroy that wicked city of Nineveh, the Lord replied: "And should not I spare Nineveh, that great city, wherein are more than sixscore thousand persons that cannot discern between their right hand and their left?" Haven't we Americans still a little kindness?

SAM WILLIAMS

Amherst, Mass.

Sirs:

Your "bold plan" for U.S. aid to Chinese flood victims makes sense to us at CARE. We know that it can be made to work. More than \$70 million worth of U.S. food surplus was distributed through CARE in a single recent crisis overseas (the Yugoslav 1950-51 drought). The legal machinery to permit aid to Chinese flood victims already exists. Public Law 480 permits the President to make food surpluses available "to needy populations without regard to the friendliness of their government."

PAUL COMLY FRENCH Executive Director, CARE New York, N.Y.

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NEW TANKERS

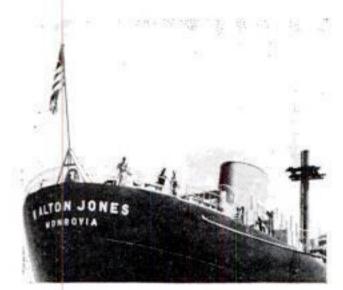
Sirs:

Although the Cities Service new 38,000-ton tanker S.S. W. Alton Jones ("New Tankers: Big and Fast," LIFE, Aug. 23) was built in the U.S. and given a million dollars' worth of publicity as a new American ship, the fact that the ship has since been registered under a foreign flag has not been publicized. For newspaper pictures they even showed the ship flying the Stars and Stripes.

Francis A. Romero

Hollis, N.Y.

• The W. Alton Jones (below) was photographed flying the Liberian flag whose red and white stripes closely resemble the U.S. flag. All the new tankers shown in LIFE's story have been registered under foreign flags because, say shipping companies, high U.S. taxes and wages can raise the cost of running the average ship by as much as \$1,000 a day.—ED.

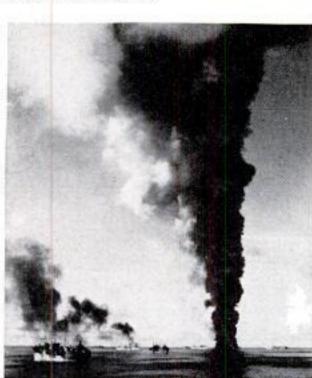


"JONES" FLIES LIBERIAN FLAG

Sirs:

Your picture of the launching of the U.S.S. Mississinewa was of great interest to me because I was a member of the crew of the first U.S.S. Mississinewa until just before she was sunk in Ulithi lagoon in November 1944 (below). I was lucky. Although 80% of the crew were saved, all the boys who slept where I did were killed.

ARTHUR A. KEEFE, S.C. 2/c Myrtle Grove, Fla.



END OF FIRST "MISSISSINEWA"

 The first U.S.S. Mississinewa was torpedoed in the closely guarded lagoon at Ulithi by a Jap two-man sub which was so small and quiet that Navy detectors passed it as a school of fish.—ED.

TREASURE HUNT

Sirs:

During a recent trip to New York I saw the show Pajama Game. Reading your story about the cast's "Treasure Island Hunt" (LIFE, Aug. 23), I would

CONTINUED ON NEXT PAGE

How I retired in 15 years with

\$250 a month

"Here on the Florida Keys every day's good fishing weather. And I've time to take it or leave it. You see, I'm one of the lucky ones. I'm retired. Retired at 60—better even than the boss could manage! Each month, every month, whether I'm loafing down here, or taking a trip up north in my car, I get a check for \$250. That check, in its white envelope, makes me my own boss for life.

"Yet till 15 years ago, in 1939, I hardly even pictured myself being able to retire. I'd been working twenty years then. I'd seen the business cycle swing through prosperity and then into poor times. I had a good job, but salaries weren't high then.

"My luck began when I went into a small business venture with a friend. It failed, and I lost the little I had. But it taught me my lesson. There was no easy way for me to make a lot of money.

"It was then I did some serious thinking. I wanted to retire someday. But how? To make money, you had to risk it. And even if I could save again, there was always the risk of outliving my capital.

"Then suddenly, I discovered the one sure way to get a retirement income guaranteed for life. The only kind of income you couldn't lose, couldn't outlive. An income that didn't require you to invest any great amount of savings. With it, you made part of your salary for the next fifteen years buy you a retirement income later. The plan was called the Phoenix, Mutual Retirement Income Plan. There was only one secret—starting young enough.

"So, only fifteen years ago, I applied and qualified for my Phoenix Mutual Plan. The years went quickly -a lot happier, I think, because my future was so well planned. This year, when my first check for \$250 came, I retired. I headed south and left my business worries to somebody else. They say people with retirement plans live longer-and I figure I'll make a

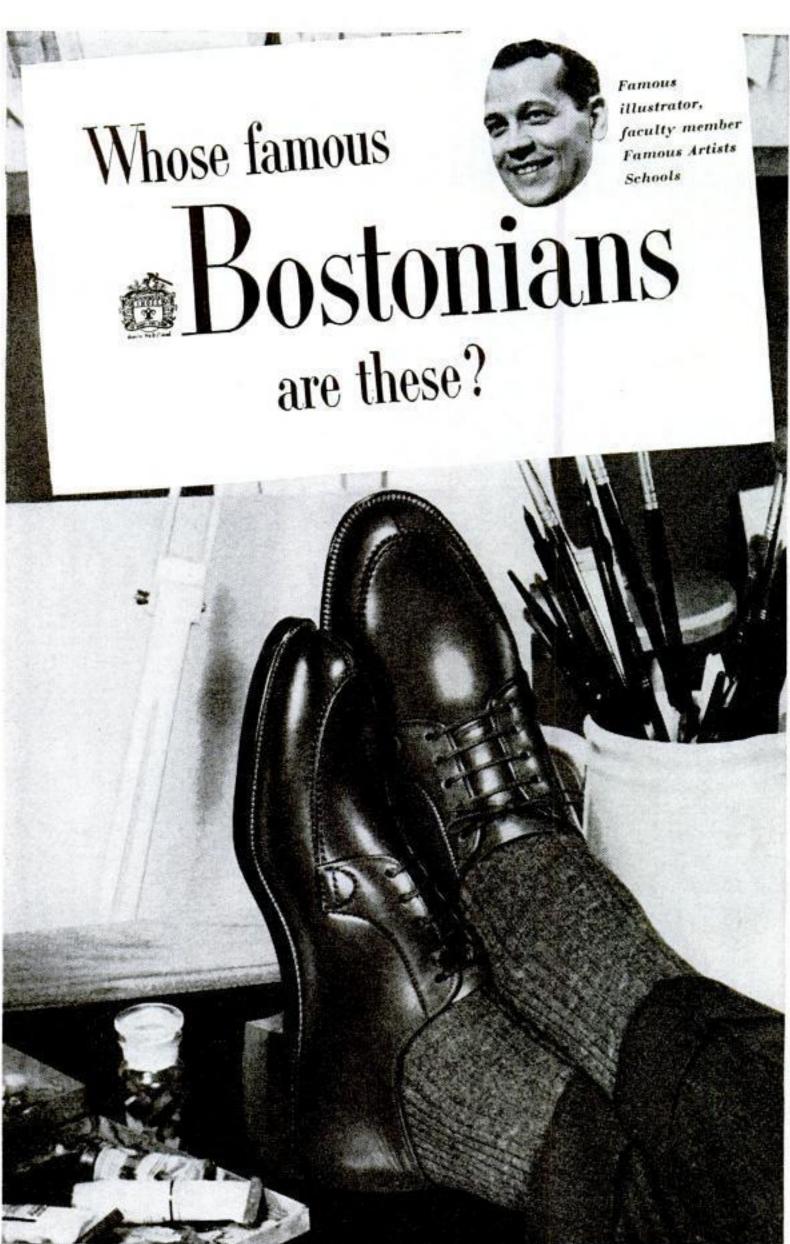
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Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$10 a month to \$3,000 a year or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women-and for employee pension programs. Don't put

ora.	it off. Send for your copy n
PLAN FOR Retirement	MUTUAL Income Plan YOUR FUTURE PLAN FOR MEN
PHOENIX MUTUAL LIFE INSURANCE Co. 980 Elm Street, Hartford 15, Conn. Please mail me, without cost or obligation, your illustrated booklet "Retirement Income Plans for Women."	PHOENIX MUTUAL LIFE INSURANCE CO. 980 Elm Street, Hartford 15, Conn Please mail me, without cost or obligation your illustrated booklet showing how to get a guaranteed income for life.
Name	Name_
Date of Birth	Date of Birth
Business Address	Business Address
Home Address	Home Address

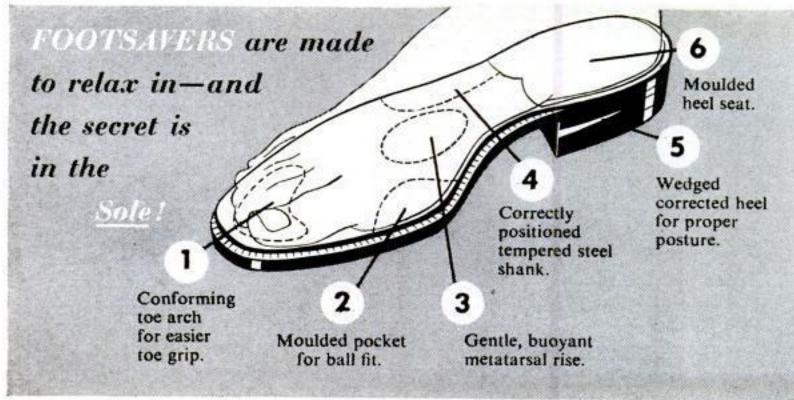


#446—Bostonian FRONTIER, Brown or Black Calf, Moccasin Front, Flexible Sole, Footsaver Construction.

<u>Footsave</u>r—the relaxed shoe with a sole for comfort!

Footsaver comfort didn't just happen. We planned every inch of it, from the springy steel shank inside the flexible sole to the glove-soft leather that needs no "breaking-in." Try on a pair. And relax with famous illustrator STEVAN DOHANOS in an utterly new kind of shoe comfort! Bostonian Footsaver from \$20.95—Other Bostonians from \$16.95.

The man who sells Bostonians is making friends for life



Bostonian Shoes, Whitman, Mass., Shoetown, U.S.A.

LETTERS TO THE EDITORS CONTINUED

never suspect that Eddie Foy Jr., who did a terrific job in the show, was part of the cast.

TEROL R. CHAMBERLAIN Arlington, Va.

Sirs:

Where in the world was star dancer Carol Haney?

BOB DUCKETT

Raleigh, N.C.



EDDIE FOY WITH TREASURE

Miss Haney did not go to the party, but Eddie Foy was captain of one of the treasure hunting teams. Here he is, treasure in hand, leading his teammates back to the boat.—ED.

A FULL LIFE

Sirs:

Apparently Mr. Hoover thrives on presidential adversity ("A Full Life and Memories," LIFE, Aug. 23). He's our first president to turn 80 since John Quincy Adams in 1847. Four of our first six (Jefferson, Madison and the two Adamses) all reached 80 or better, but until now the rest have missed the octogenarian boat. It would seem that our earlier presidents were made of sterner stuff.

TOM SELLER

Hollywood, Calif.

COME, NATALIE

Sirs:

Bill and Natalie Mauldin ("Come, Natalie, in My Flying Machine," LIFE, Aug. 23) have learned what my husband and I have experienced on our flying tours. The adventure, the beauty of the countryside slipping beneath our wings and the satisfaction of hitting our destination right on our ETA can never be duplicated on the crowded highways below.

JANE WARREN

Hellertown, Pa.

Sirs:

I won my private pilot's license last February but I have yet to get my wife to set foot in a plane. Maybe Bill's story will soften her up.

HARVEY J. COWELL

Springfield, Ill.

WORLD NEWSFRONTS

Sirs:

Your face must be red—again! In your "Life on the Newsfronts of the World" (Aug. 23) you show a picture of "Thompson flying under London Bridge." But he's flying under Tower Bridge. My 12-year-old daughter spotted the same mistake in your Feb. 16, 1953 issue. Maybe you should rename the bridge!

ERLON W. TOWNE Charles River, Mass.

No. Life will learn the difference.
 ED.

LAUGHTER IN JAY HOUSE

Sirs:

Do you know that there is another, equally famous, Jay house ("Laughter in an Old Mansion," LIFE, Aug. 23)? This is the estate at Rye on Long Island Sound where John Jay was brought up and where he is buried. A portion of the estate is still intact, and the house, which is in a fine state of preservation, is still occupied. It is interesting to note why Jay moved to Bedford from Rye. In his day the northern part of Westchester was more important and populous than the southern part. The county seat was shared by White Plains and Bedford, the Board of Supervisors and the county court dividing their sessions between the two villages. Therefore, Jay found Bedford a more convenient place to practice law.

JAMES N. FRANK New Rochelle, N.Y.

ANOTHER JAY HOUSE

● The present "Jay" house in Rye is not the house that John actually lived in. In 1745, just a few weeks before John was born, his father built the original house (above) on the family's Rye property to get his children out of New York Citywhere one had died and two were blinded by recurring epidemics of smallpox. This house was torn down after Jay's death by his son and replaced by the present house.—ED.

JUMBO RAINBOW

Sirs:

The sorry spectacle of the pastel elephants ("A Jumbo Rainbow," Life, Aug. 23) brought to mind the verses of the song *Pink Elephants*, from the drunk scene in Walt Disney's *Dumbo*:

I can stand the sight of worms, And look at microscopic germs, But Technicolor Pachyderms Is really too much for me.

LORNA R. KRAUT

Seattle, Wash.



city zone state

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SACONY SUITS HAVE SUCH FEMININE DETAILS AS SCALLOPED YOKES, CURVING HIPLINES, TURNED-BACK CUFFS. ALL THESE SUITS MADE IN WORSTED FABRICS, 49.95 EACH.

Sacony brings back the ladylike suit

SOFTENED WORSTEDS AT 49.95 EXEMPLIFY NEW TREND

After a season or two of casual under-dressing, women are flocking into suit departments again. And the suits they are choosing have a quieted-down elegance that can best be described as ladylike. However, there is one drawback to this newly gentle mood of dressing. It relies more on meticulous tailoring than flamboyant style, therefore tends to command fancy prices. The notable exception is the new collection Sacony has turned out to sell at 49.95. These suits, some of

which are shown above, come in well-chosen worsted fabrics, so competently tailored that the suits retain their soft feminine outline even when suspended from hangers. And Sacony expects to see them worn with flirtatious little hats and spindly-heeled shoes. To assure proper fit, several styles come in petite as well as misses sizes, others in women's half-sizes. All are available in stores around the country, or write Sacony, College Point, Long Island, New York.

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Why You Get More For Your



The LOMBARD. Handsome 21" Console with HALOLIGHT. Features Silver Screen 85 Aluminized Picture Tube, Super PhotoPower Chassis, 2 large Balanced Front Speakers. In Mahogany Veneer or Blonde Korina.

Look for these Outstanding SYLVANIA FEATURES

- Silver-Screen 85 Aluminized Picture Tube
- Automatic Picture Stabilizer
- Single Knob All-Channel UHF-VHF Tuner
- Automatic Focus Control
- Automatic Picture-Sound Lock
- Automatic Power Stabilizer
- Automatic Interlace
- Hi-Phonic FM Sound System
- Balanced Front Dual Speakers
- Automatic Power Safety Lock
- Automatic Frequency Control
- Automatic Noise Eliminator



The CHADWICK. 21" Table Model. Super PHOTOPOWER Chassis, Silver Screen 85 Aluminized Picture Tube. Metal Cabinet, Grained Blonde or Grained Mahogany Finish.



The NEWPORT. 21" Console with Doors and HALOLIGHT. Super PHOTOPOWER Chassis, Silver Screen 85 Aluminized Picture Tube. Mahogany Veneer or Blonde Korina.

Money in SYLVANIA TV

MORE Picture Clarity...MORE Powerful Performance...

MORE Genuine Economies



The FAIRFAX. Graceful 21" Table Model with HALOLIGHT. Features Silver Screen 85 Aluminized Picture Tube, Super PhotoPower Chassis, Front Oval Speaker. In Mahogany Veneer or Blonde Korina.

Now the outstanding quality of Sylvania engineering, with more than 50 years' experience in lighting and electronics, comes to you in

21" models priced as low as $\$169^{95*}$

*Slightly higher West & South



THE GREATEST VALUE ever built into a television set! That's what you'll say when you see the new 1955 Sylvania Super PhotoPower TV.

These all-new Sylvania models give you marvelous picture clarity . . . powerful long-distance reception . . . restful eye comfort. And Sylvania's superior design assures remarkable savings in electricity, tube wear and service costs. Month after month, for years to come, you save with Sylvania.

These great advances are due to the new Super PhotoPower Chassis—a marvel of electronic engineering. This powerful new chassis automatically eliminates most interference . . . automatically adjusts for best picture and sound. You get clearer reception and easier operation with fewer controls.

Saves You from EYE-STRAIN, too... with HALOLIGHT

The Frame of Light for Greater Viewing Comfort

In eye comfort, too, Sylvania leads the television field, because only Sylvania brings you Halolight—the exclusive frame of soft light around the Sylvania picture.

HALOLIGHT reduces the contrast between the bright screen and the surrounding darkness. It makes the picture look larger and clearer, too. The result is wonderfully pleasing and restful to your eyes. And only Sylvania has it!

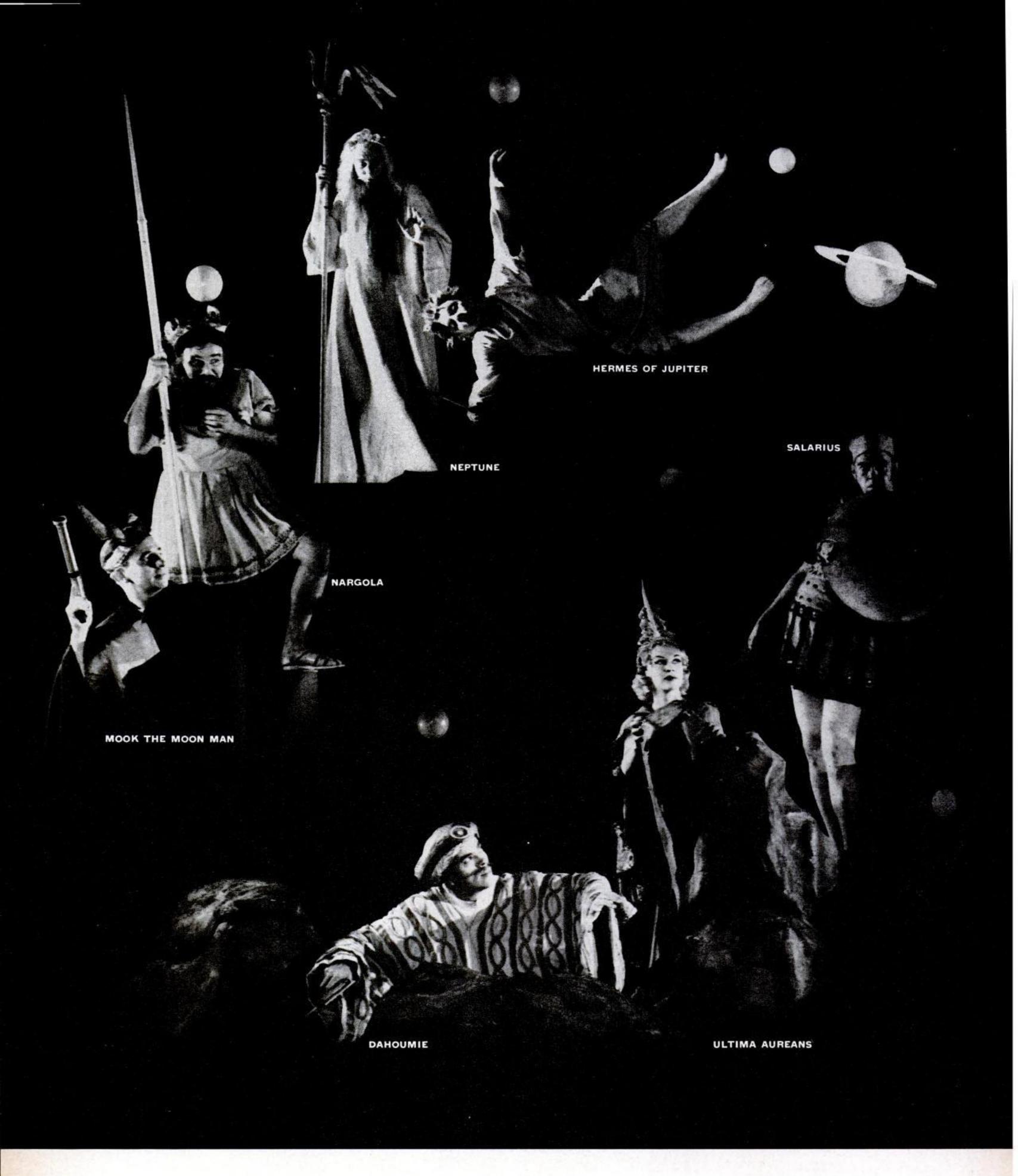
See this Amazing EYE COMFORT TEST



Your Sylvania TV Dealer has a dramatic eye comfort demonstration ready for you. With your own eyes you will see positive proof that HaloLight brings restful ease to TV viewing. Be sure to make this simple test before you buy any television. You owe it to the eyes of your entire family!

HALOLIGHT and Super PhotoPower are Sylvania Trademarks

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In CANADA: Television made by SYLVANIA ELECTRIC (CANADA) LTD., for NORTHERN ELECTRIC COMPANY LIMITED.



SPEAKING OF PICTURES...

... This is what interplanetary space might look like if populated by some of the villains whom Captain Video has had to subdue



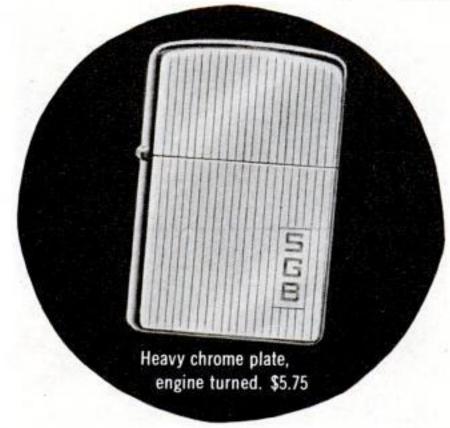
In all the world's history no hero has ever had to face so unearthly a set of villains as those in the photograph above. They are a few of the 300 evildoers who have tried to vanquish Captain Video, the triumphant figure in the center, raising his ray gun over Bendar, an asteroidal assassin. Since 1949, Video, a cosmic cop who lives in the 22nd Century, and Ranger, his side lives in the 22nd Century, and Ranger, his side kick, have been patrolling interplanetary space

on the oldest TV science fiction program seen five times weekly by some five million Americans, young and old (Du Mont, 7 p.m. E.S.T.). These are 16 outstanding villains: Mook the Moon Man imprisoned Video. Nargola turned the sun's energy into magnetic forces. Video subdued Neptune's underwater army and Hermes' gangs of thieves. Dahoumie and a beggar were hired by the sinister Dr. Pauli, disguised were hired by the sinister Dr. Pauli, disguised

above as Kul of Eos, who tried to conquer the world with electronic devices. Salarius threw Video to wild animals. Ultima Aureans was a lady dictator. Circe tried to kill Video by having him look into her mirror. Hing Foo Seeng tried to conquer China. Seta of Mars was a warmonger. Atar invented a gun of unlimited range. Tobor was a robot controlled by a wicked woman. Dr. Clysmok nearly drowned Video.

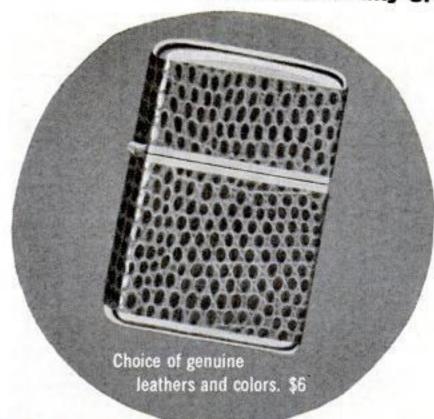


sheathed in gold—colorful in leather, chrome, ceramics—in designs that please men and delight women



beautiful Zippos reflect your good taste in choosing—

and match the personality of the receiver

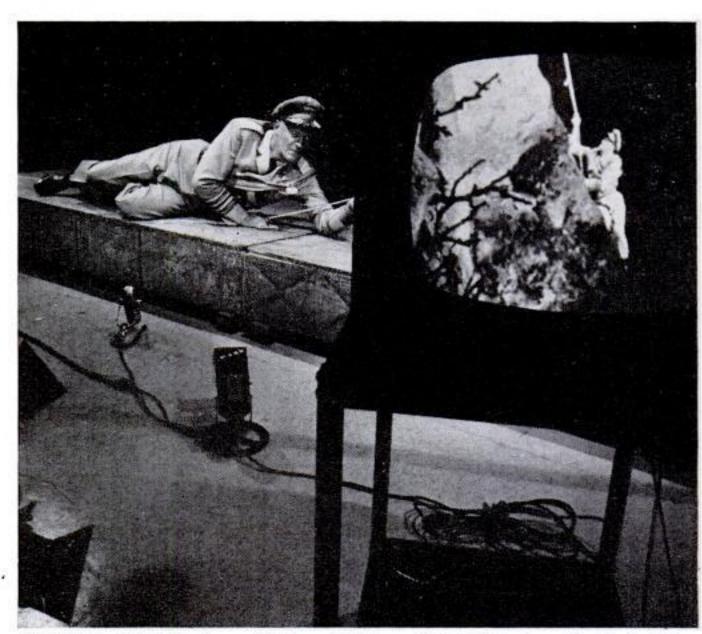


each is so very well made that it will always light easily,

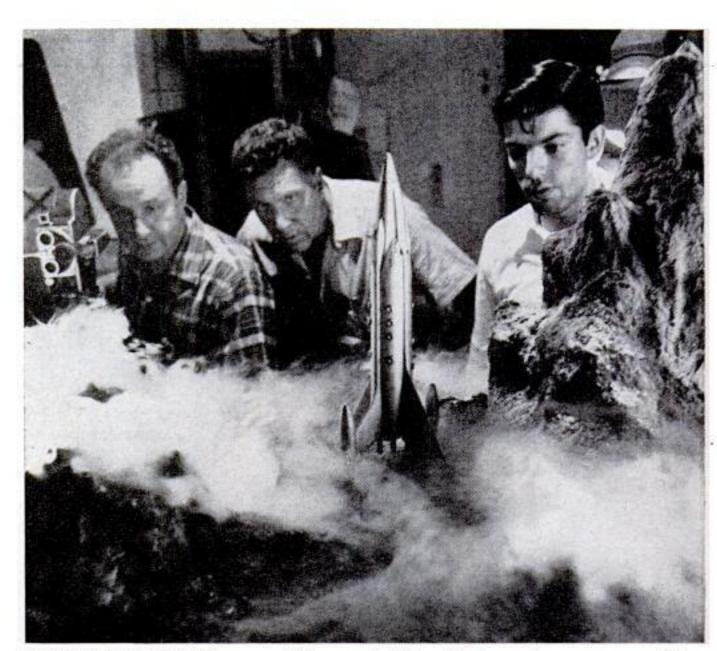


GENUINE ZIPPO FLUID AND FLINTS MAKE ALL LIGHTERS WORK BETTER

SPACE VILLAINS CONTINUED



CAMERA TRICK shows Video climbing cliff (right). Actually he is lying on wooden platform in studio and photo of cliff is inserted over the TV image.



MINIATURE SETS are used to create film effects and save money. Here model rocket ship is endangered by boiling lava simulated by dry ice and water.



HEROES struggle outside lava-clouded ship. Al Hodge plays Captain Video (right). Don Hastings has played Ranger since first program, when he was 15.





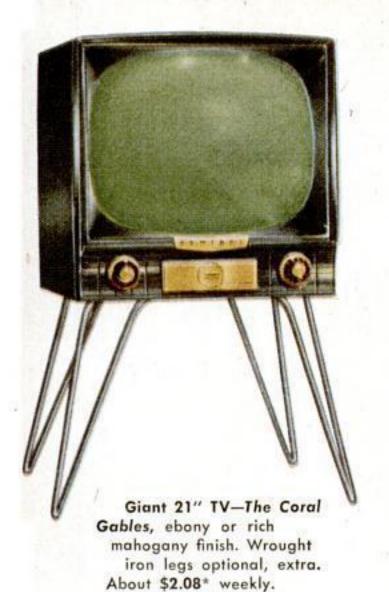


GROSVENOR—High and low loop textured Wilton loomed in two distinct surface levels. 10 decorator colors.



TRENDTEX—Exclusive Mohawk weave. Durable random loop pile. Doesn't show crushing or traffic lanes. 12 colors.





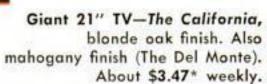


Something of your home

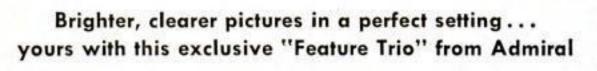
Giant 21" TV—The Bar Harbor, maple. Also mahogany or blonde oak finish. Matching legs optional, extra. About \$2.76* weekly.



Regular 21" TV—
The Capri,
mahogany finish.
Full-size console at table
model price. \$199.95*—
about \$2.08 weekly.







A "Magic Mirror" of aluminum inside Admiral's Giant 21" TV tube beams all the picture out toward you—makes it twice as bright as ordinary TV. Admiral's darktinted "Optic Filter" Screen prevents hazy glare to give you wonderfully restful viewing. And with Admiral's "Golden Picture Frame" you have a setting of unmatched beauty for television's finest picture.

*All prices include Fed. tax and warranties...subject to change without notice. Weekly terms estimated, after small down payment.



Regular 21" TV-Radio-Phono — The Monterrey, blonde oak finish. Mahogany finish, only \$299.95*—about \$3.06 weekly.



Giant 21" TV—The El Dorado, in mahogany with full-length doors. Also modern blonde oak or mellow maple. About \$3.94* weekly.



Giant 21"TV-Radio-Phonograph—The Westwood, in hand-rubbed blonde oak. In 18th Century mahogany, about \$5.36* weekly.

First from



FIRST "PRINTED CIRCUIT" TV

Now, for the first time in TV history, Admiral brings you a TV chassis in which a major portion of the circuit is "printed" by automatic machines—not hand-assembled, giving you unequalled assurance of uniform quality and dependability.



Admiral Giant 21" TV—The Del Monte with . . . Kroehler Furniture . . . Mohawk Carpet . . . Glidden Spred Satin Paint

ADMIRAL new giant 21 TV picture

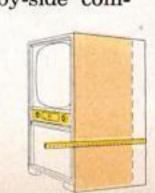
270 SQUARE INCH SCREEN - 20% BIGGER ...

Yes, Admiral's new Giant 21" picture tube actually gives you a full 20% larger screen than regular 21" TV! That's because—by industry standards—a 21" tube may measure anywhere from 20½" to 21½" on the diagonal. And Admiral's Giant 21" tube is expanded to measure almost 21½". Thus, it's bigger from top-to-bottom, bigger from side-to-side than regular 21" screens! Yet, thanks to Admiral advanced engineering, the picture is brighter, sharper in detail than smaller-size tubes.

CABINETS 3" LESS IN DEPTH!

Bigger in picture area, yet shorter in length, the new Giant 21" picture tube permits more graceful cabinet styling—cabinets that look better in even the smallest rooms. See new Giant 21" TV at your neighborhood Admiral dealer's today. Make a side-by-side com-

parison and prove the amazing difference in picture size and quality . . . in styling and value —in all-around performance!





Admiral Corporation . . . World's Largest Television Manufacturer





Paint twice as fast! See how much more area you can paint —in the same time—with SPRED SATIN (right panel) than with ordinary wall paint!

Here's proof that

SPRED SATIN

Out-performs any paint you can buy!

No laps! No brushmarks in blindfold test! It's so easy to do a good job every time! Even when painted blindfolded, SPRED SATIN panel at right shows no sags, no laps, no brushmarks!





KROEHLER FURNITURE . ADMIRAL TELEVISION . MOHAWK CARPET



Soil and stains wash away instantly! Light washing with mild soap and water leaves Spred Satin panel (right) spotlessly clean—no sign of a "shiny" area!

No irritating odors or toxic fumes when you paint with SPRED SATIN—and it dries in 20 minutes—rooms are back in use immediately!





MOHAWK CARPET

ADMIRAL TELEVISION

GLIDDEN SPRED SATIN PAINTS

See next six pages for additional TV Center ideas presented in cooperation with Kroehler.

ew living

begins with this distinctive new furniture—the Tele-Vue Group

- FRESH NEW STYLE VARIETIES!
- SMART NEW FABRICS AND COLORS!
- WONDERFUL NEW ARRANGEABILITY FOR TV!

WORLD'S LARGEST FURNITURE MANUFACTURER

Today, more and more family life centers around the living room, which is truly the new "show-place" of your home... because of wonderful television entertainment.

Now—here is furniture especially designed with your new mode of living in mind. With furniture selected from the new Tele-Vue Group, you'll relax in luxurious comfort, wherever you sit.

Whatever the floor plan or color scheme of your living room, here are styles, fabrics and colors to suit you to perfection. See this exciting furniture soon. Most Kroehler Dealers offer easy terms.

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MOHAWK

carpet luxury at prices you can afford

TV has brought new focus on your home. More eyes than ever are looking at your carpet. Why not give your home that lovely Mohawk Look? Only Mohawk brings you every fabric, every weave—such as fabulous Chevy Chase Wilton featured in this room! Only Mohawk with its glorious array of textures, colors and high-fashion patterns can give you exactly what your rooms need! Find out from your Mohawk dealer how reasonably you can give your home that exciting, talked-about Mohawk Look!

J/ Center
the new show-place of your home

New TV viewpoint with

MOHAWK CARPETS

MOHAWK CARPET MILLS, INC.,

AMSTERDAM . NEW YORK

®DURLON—Mohawk's own viscose rayon fiber especially developed to meet all carpet requirements.

SOLITAIRE—Nylon-Durlon® extra deep pile. Thicker tufts for longer, luxury wear. 11 smart, high style colors.



SPRED SATIN

Flows from brush or roller in exciting new washable colors!

This can be your "TV Center"-a triumph of modern decorating and color coordination. Ready to help you achieve this matchless beauty is SPRED SATIN, the latex wonder paint for walls, ceilings, woodwork...and its "color twin," SPRED GLOSS, the latex enamel for bathrooms, kitchens, all woodwork. These easy-to-apply finishes make every room a "show-place". Ask to see the 180 "Stay-Fresh" colors now at your SPRED dealer's.

Glidden Pacemaker in Pain

THE GLIDDEN COMPANY, Cleveland 2, Ohio • In Canada: The Glidden Company, Limited, Toronto and Montreal SPRED Products are also sold by dealers for the following paints: HEATH & MILLIGAN • CLIMATIC • ROYAL • T. L. BLOOD





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CONTROL SHAVEMASTER has the big SMOOTH single head

that gives you CLOSER, FASTER SMOOTHER Shaves

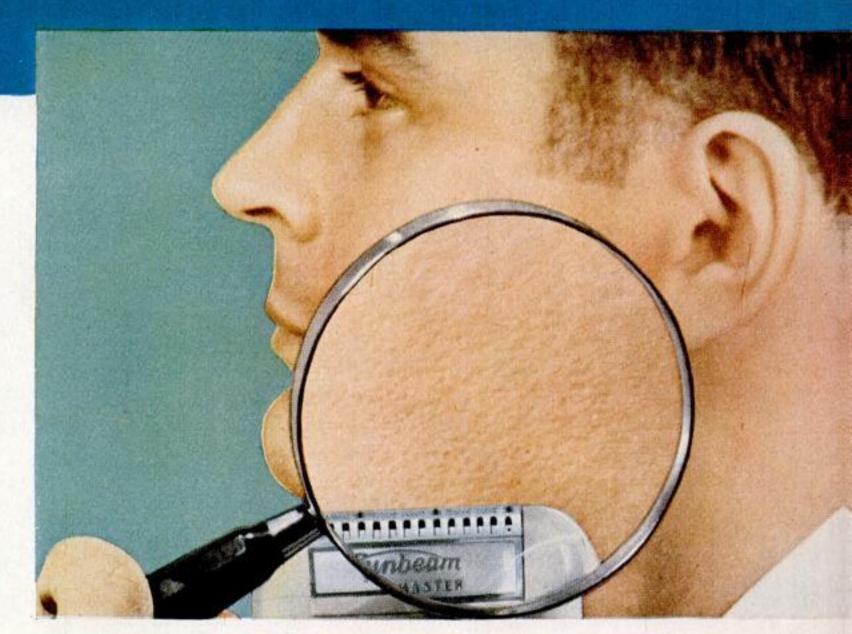
than any other method-wet or dry

and even though your BEARD is TOUGH AS WIRE

will not irritate the tenderest skin

Sunbeam Shavemaster is completely different from all other electric shavers. Shavemaster has the exclusive shaving principle that is patented by Sunbeam. Because of this patented principle you get faster, closer, SMOOTHER shaves than with any other method, wet or dry.

We believe that the Model W Sunbeam Shavemaster is better than any other electric shaver and that is the reason why over 4-million men have switched to it—largely on the recommendation of their friends. They are men with all types of beards, tough, medium, fine—men of all ages and occupations—men who have never before used an electric shaver, and men who have tried all leading makes. See your Sunbeam dealer today and start enjoying this wonderful new shaving satisfaction.







Model W Shavemaster

Multiple heads

The SMOOTH, comfortable continuous-round Sunbeam head is bigger and has over 3000 shaving edges—more than any other electric shaver. The lightning-fast single cutter makes over 24-million shaving actions per minute—more than any electric shaver with multiple heads.

ONLY Sunbeam Shavemaster has this 5 YEAR FREE SERVICE GUARANTEE

5 YEAR FREE SERVICE Guarantee

Sunbeam Shavemaster is the Only shaver with a REAL motor which has a powerful brush type, series wound, 16-bar armature, and exclusive long-lasting Nylon crank-shaft drive mechanism. Because of these and other superior engineering features and workmanship Sunbeam offers this Shavemaster with a FIVE YEAR FREE service guarantee. This Sunbeam FIVE YEAR guarantee includes Free Service on all mechanical and electrical parts of the Shavemaster including the motor. It includes all parts and labor with the exception of the Comb & Cutter, the Cord, or damage caused by misuse.

10-DAY HOME TRIAL OFFER

Take the new Sunbeam Shavemaster home. If, within 10 days you don't agree you have had the smoothest, closest and fastest shaves you have ever known, return the Shavemaster and your money will be refunded.

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DEPT. 53, CHICAGO 50, ILL
CANADA: TORONTO 9

This SMOOTH continuous-round shaving head is screened with a network of holes that are closer together than the whiskers on your face. The Shavemaster head has more shaving edges than any other electric



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HOW ILL WINDS BLEW NEW FRIENDS OUR WAY

A farflung "staff" of contributors-including potentially everyone who owns or uses a camera—is represented in practically every issue of Life. But this week brought out the largest group yet of this largely unknown group of amateurs and professionals.

The event at hand was Hurricane Carol, which last week roared up the New England coast. What LIFE's editors were looking for was not so much the routine damage pictures which can be picked up after the excitement is over as a pictorial answer to the question: "How does it feel to live through a hurricane?" Here was a fast-moving situation that no Life cameraman could catch up with (although one staffer vacationing at Martha's Vineyard took pictures on his own hook). But on-the-spot contributors came through with flying colors. LIFE reporters rushed into the disaster area offering to buy pictures. They placed ads in local papers asking for storm pictures, interviewed photographers from utility companies, the police and studios. Then they called camera clubs, stores, photofinishing plants and, finally, just accosted anyone on the street with a light-meter or box Brownie.



MOUS PHOTOGRAPHER GETS ABSORBED, AND MAROONED, IN HIS WORK

It all proved, as our lead story on pages 35 through 41 shows, that not only can Life rely on its unofficial staff (we had to omit many fine pictures in order to avoid repetition) but that the stimulation of an event like Carol brings out the true professional in everyone. It also proved that almost all photographers, whether staff or guest, have one thing in common: the worried alibi. Of two amateurs who gave Reporter Richard Stolley their film, one said, "The pictures may be blurred—the wind kept knocking me down," and the other, "I tried to keep the lens dry but, you see, I was up to my chest in water!"

THE WOODCHUCK PAWS THAT REFRESHES

CONTENTS

ANIMALS

COVER
JUDY GARLAND IN "A STAR IS BORN" (SEE PP. 163-170)
THE WEEK'S EVENTS
THE MIDDLE OF A HURRICANE
WITH EDC DEAD, A PREVIEW OF THE GERMAN ARMY 42
BANGS OF THE GAVEL CHASTEN McCARTHY 55
LIFE ON THE NEWSFRONTS OF THE WORLD
HIROHITO SUBMITS TO THE AIR AGE
EDITORIAL
A PATH TO PEACE THROUGH PRAYER 48
PHOTOGRAPHIC ESSAY
VENEZUELA, NEW LATIN BOOM LAND
CLOSE-UPS
"THAT BOY'S SO FULL OF PLAY ", by WILLIE MAYS'S FRIENDS
SCIENCE
HOTTEST PILE WEAKENS STEEL, PRESERVES FOOD
SPORTS
14-YEAR-OLD IN TRAPSHOOTING UPSET
ART
A RARE VASE REASSEMBLED 86
THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY

MOVIES
SCOTS EXPORT A WEE HAM
MODERN LIVING SULTAN OF SWAP(ING) UNWANTED PRESENTS
FASHION EVENING SHIRTWAISTS
EDUCATION PHILADELPHIA'S EXCITING PLAYGROUNDS
THEATER RESTAURANT HOSTESS IN A CLASSIC TRAGEDY
RELIGION UNDERSEA STATUE OF CHRIST
ENTERTAINMENT CIRCLING SQUARE DANCERS
MUSIC EDDIE AND DEBBIE CAUSE TEEN-AGE TIZZY
OTHER DEPARTMENTS LETTERS TO THE EDITORS
MISCELLANY: TREETOP PREDICAMENT

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several

COVER-BOB WILLOUGHBY FROM GLOBE PHOTOS 15-BOT. U.S. NAVY PHOTO

16-LT. GREY VILLET 20, 21, 22-YALE JOEL 33-MALCOLM STEINBERG

35-PHIL PRESTON 36, 37-BILL MURPHY, JOHN RAVAGE-THOMAS BURN-

SIDE, ALFRED EISENSTAEDT 38, 39-FRANK CIRIGNANO EXC. CEN. JOSEPH SPALLINO FROM A.P.-LT. MEL JACKSON: CEN. JAMES A. FRASER;

RT. ANTHONY LINCK 40-LT. JAMES A. FRASER-LISA LARSEN; RT. J. DAVID LAMONTAGNE FOR PROVIDENCE JOURNAL BULLETIN -MAP BY TONY SODARO-LISA LARSEN 41-ALFRED EISENSTAEDT

42, 43-DAVID DOUGLAS DUNCAN 44, 45-LT. MAPS BY RAFAEL D. PALACIOS; FRANK SCHER-SCHEL, U.P .- MAP BY RICHARD E. HARRISON 46, 47-DAVID DOUGLAS DUNCAN EXC. RT. RALPH CRANE 53, 54-DRAWINGS BY WALT KELLY 59-WALTER SANDERS-SUN PICTORIAL DAILY, TOKYO -MARCELLANO HALILI FOR MANILA EVENING NEWS 60-J. R. EYERMAN-U.P.-DOUGLAS CRONK FOR MON-TREAL GAZETTE

63, 64-ROBERT W. KELLEY 67-KAY TATEISHI-HOKKAIDO SHIMBUN 68-KAY TATEISHI-MAINICHI SHIMBUN 70, 72, 75-J. R. EYERMAN

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76-COURTESY NUCLEONICS MAGAZINE @ 1954 81-A.P.-LISA LARSEN 82-LISA LARSEN-DON NELSON FOR THE DAYTON DAILY 86. 87-RHYS EXC. BOT. CEN. DMITRI KESSEL

88-PHOTO CHAMBON-DMITRI KESSEL-RENE JOFFROY 93 THROUGH 98-CLARENCE P. SCHMIDT 103-J. ARTHUR RANK ORGANIZATION EXC. T. RT. KEMS-LEY PICTURE SERVICE 104, 107-UNITED ARTISTS

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108—FRANCIS MILLER 113, 114—NINA LEEN 118, 119—WERNER WOLFF FROM B.S. EXC. T. LT. GUY

GILLETTE FOR BRACKMAN ASSOCIATES 120-WERNER WOLFF FROM B.S.

133-GREY VILLET, ALFRED EISENSTAEDT 134-ALFRED EISENSTAEDT

137-RKO-PATHE SPORTSCOPE 138, 141-ALFRED EISENSTAEDT 142, 145, 146-@ GENE COOK 151-PUBLIFOTO

152-LINO PELLEGRINI 157-COURTESY GENERAL ELECTRIC CO. 158-COURTESY GENERAL ELECTRIC CO. EXC. DIAGRAM BY C. ARTHUR ROSSER

163-BOB WILLOUGHBY FROM GLOBE PHOTOS 164 THROUGH 168-SANFORD H. ROTH FROM RAPHO-GUILLUMETTE 170-GEORGE SILK-WARNER BROS.-SANFORD H. ROTH FROM RAPHO-GUILLUMETTE

175-A.P.-JOE WASKO FOR PHILADELPHIA EVENING BUL-LETIN-INT.

176-W.W.-N.Y. DAILY MIRROR 177-RUDOLPH ZALLINGER, DAVID BERGAMINI-ALFRED EISENSTAEDT-RUDOLPH ZALLINGER

178—A.P.—LISA LARSEN 181—HUGH SIDEY

185-DICK DE MARSICO FOR N.Y. WORLD-TELEGRAM-JERRY SALTSBERG FOR CBS 187-HANK WALKER

188-T. RT. HANK WALKER-ROBERT PHILLIPS FROM B.S. 190-T. RT. GORDON TENNEY FROM B.S.-WILLIAM :1. MCDONALD 192-RT. JAY LEVITON FROM B.S.

195-JAY LEVITON FROM B.S. 196-TRESSLAR, JAY LEVITON FROM B.S. 198-JAY LEVITON FROM B.S. 200, 201-FRANCIS MILLER

202, 205-LISA LARSEN

206-PETER BUTLER FROM RAPHO-GUILLUMETTE

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that's the beauty of LUX

Side comments by me Gene Tierney

Lux <u>softens</u> your skin as it <u>cleanses</u>. That's why Gene Tierney, like 9 out of 10 Hollywood stars, uses it every day.

How about you?

Mild gentle Lux doesn't irritate—doesn't "roughen" your skin. Instead Lux softens as it cleanses. (Just try it and see!) Daily Lux care can actually help you have the kind of complexion movie stars are famous for.

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Use Lux and you'll be on your way toward having a movie star complexion!

this is what sold me on Lux for good and ever

I didn't use Lux before going to Hollywood. But I learn fast

In filming "The Egyptian" I had to make up as a darkskinned queen every day for months

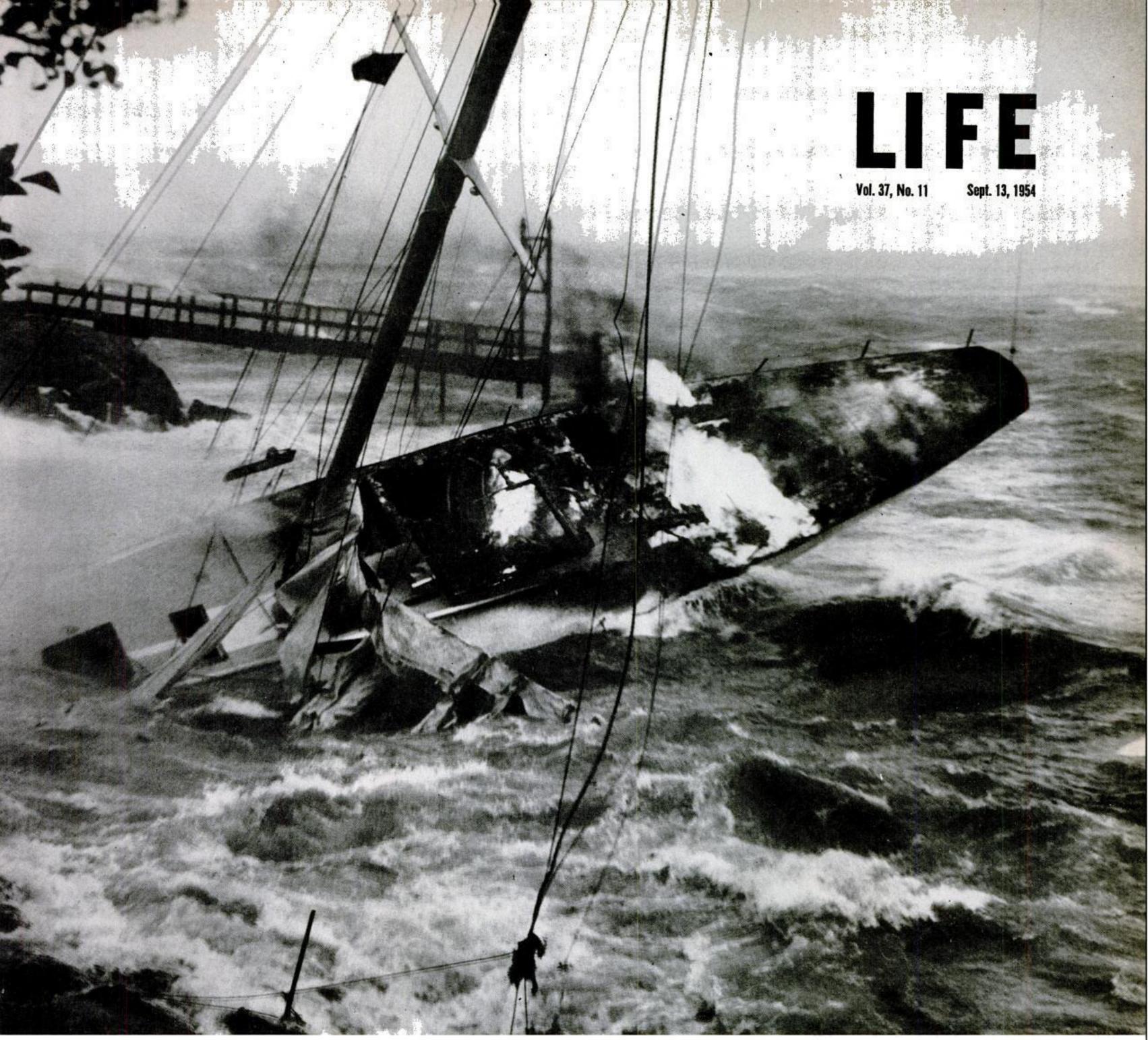
- worth doing



9 out of 10 Hollywood stars believe in it and today more women all over the world use Lux than any other complexion care



Lovely Gene Tierney starring in "THE EGYPTIAN" a Twentieth-Century Fox Production in CinemaScope



BLOWN AGROUND BY THE HURRICANE AND POUNDING ON THE ROCKS AT MARBLEHEAD, MASS., A 40-FOOT SLOOP, "THE TRULL," CATCHES FIRE AND BURNS

IN THE MIDDLE OF A HURRICANE

Hurricane Carol was not supposed to touch New England at all. The Weather Bureau, which named it after it developed off the Florida coast, figured that like Alice and Barbara, the first two major storms of the hurricane season, Carol would spin out harmlessly in the Gulf of Mexico or at worst veer into the North Atlantic. But Carol aimed straight north.

So in the early, rain-drenched hours of Tuesday last week, millions of New Englanders found themselves caught in the middle of a violent hurricane. To many of them it was a bad memory brought back, for the storm followed virtually the same course as the historic blow of 1938. Almost all the pictures on these seven pages, both amateur and professional, were taken by people who endured the storm.

The seas around Long Island were running high when Carol struck at 8 in the morning. As vacationers croucked in their flimsy summer homes, storm-driven waves crashed over sand dunes and slapped away house walls. The waters washed out highways, while the wind felled trees and power poles by the hundreds,

choking streets or littering the ground with deadly wires. A minor casualty was the great mechanical whale at Jones Beach (LIFE Cover, Aug. 2, 1954), which lost 30 feet of its tail.

By noon Carol was in Rhode Island, pushing flood tides into city streets. In harbors the wind and raging seas swamped hundreds of yachts, driving them ashore and breaking them to pieces. Finally toward sunset Carol swept into Canada with fading strength, and New England could begin to count her dead (55) and homeless (12,000) and assess the damage.

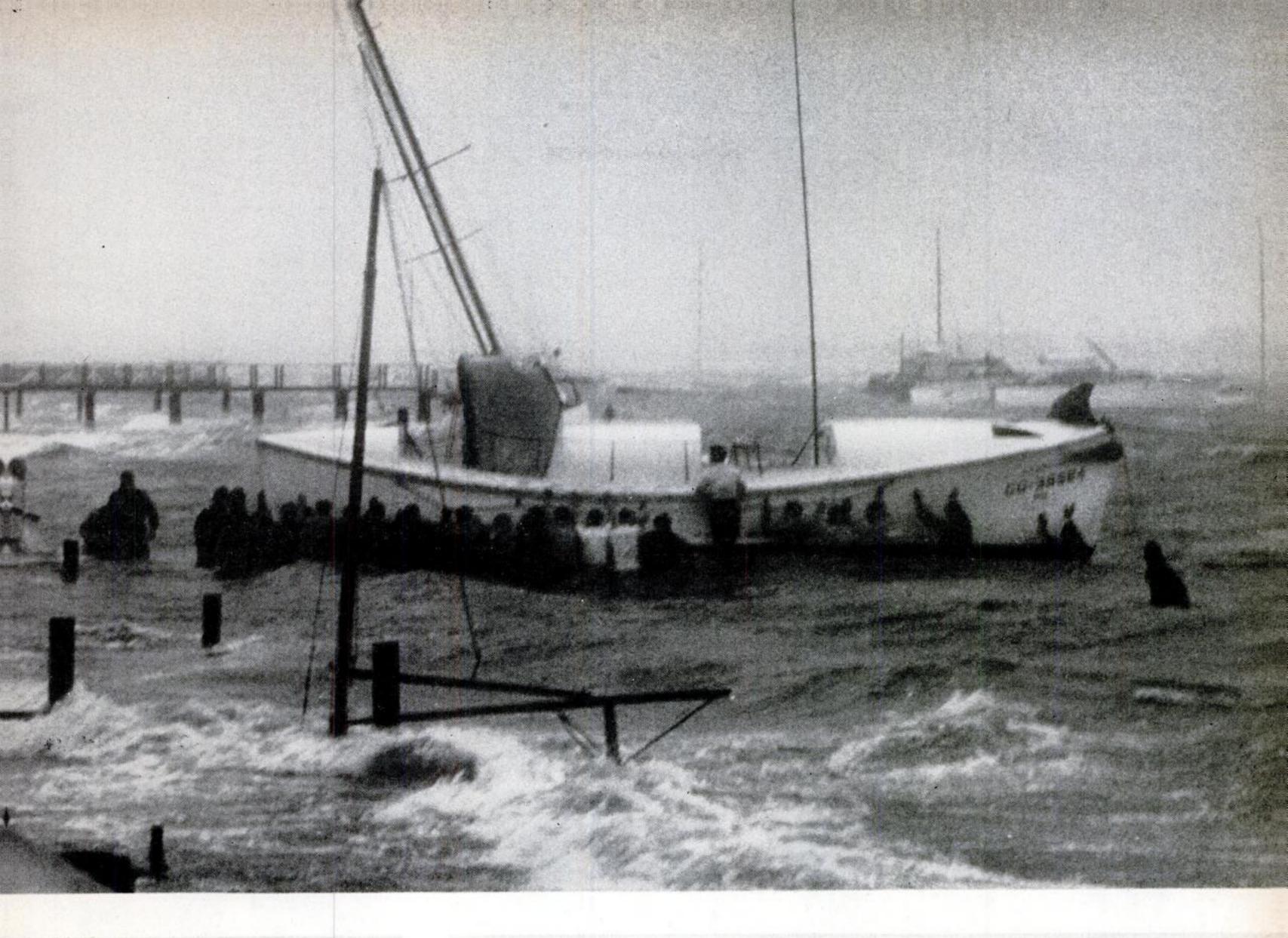


WIND-WHIPPED SCIENTISTS from marine biological laboratory at Woods Hole, Mass. battle to hold their raincoats in Hurricane Carol's blasts.

try to shift a Coast Guard launch which fouled its propeller on rescue mission and was blown aground.











→ SOAKED VOLUNTEERS try to move a small yacht which has snapped its moorings and run ashore at Nantucket and is in danger of breaking up.

CHOPPY SEAS, topping a flood tide, batter fishing boats anchored alongside a pier in Menemsha harbor, near the western tip of Martha's Vineyard.

Middle of a Hurricane CONTINUED



HISTORIC STEEPLE TOPPLES on Boston's Old North Church where Paul Revere's signal hung.



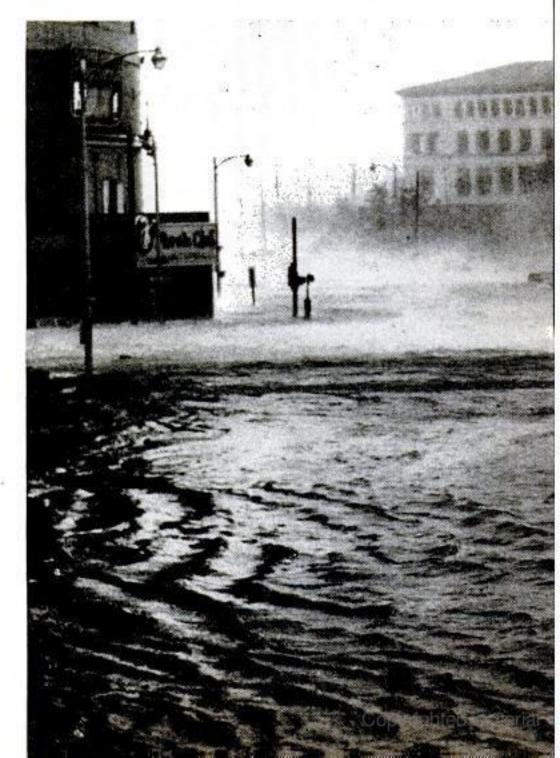


SAFELY ASHORE, Lucie Schrenbaum is helped to shelter at Sag Harbor, L.I. She was on a cruiser

which rammed another boat in storm and started to sink. Men threw her a life jacket and pulled her in.



RISING AN INCH A MINUTE, water stalls a car (above) in midtown Providence and policemen carry







THE STEEPLE FALLS into Salem Street, the victim of 100-mph gusts and its own aged timbers.



occupants' two children to safety. In 20 minutes (below) the floodwater was reaching car's windows.



Hitte Mante mane Hilly

GAILY RIDING a tow wagon, two nuns at New York's La Guardia Airport get a lift to their plane.

Although water covered large areas of the field, most flights were able to operate throughout the storm.

Middle of a Hurricane CONTINUED



SWAMPED CARS line a narrow Providence side street as the 5-foot-deep floodwaters slowly subside.



SOGGY CLOTHES and damp chairs fill the sidewalk as Providence apparel and shoe shops clean up.



GUTTED HOUSE stands on Rhode Island shore at Conimicut, disembowled by rampaging seas. Sixty

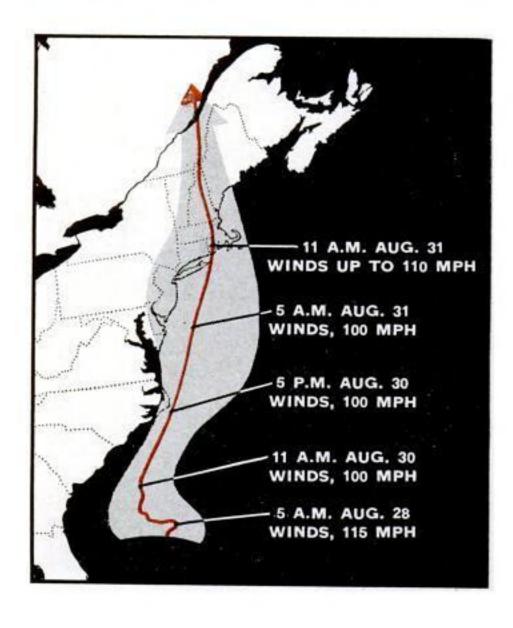
homes were washed away on this point, and another dozen were as badly damaged as this one.

AFTER THE STORM: WRECKAGE AND REUNION

As Carol moved up the coast (map, right) the swath it cut widened to 300 miles while the winds circled wildly around its center at speeds up to 115 mph. As it ripped over New England its winds remained violent though its path narrowed. When it was gone, skies quickly cleared and the subsiding floodwaters revealed an awful agglomeration of splintered ships, shattered homes and sodden furnishings.

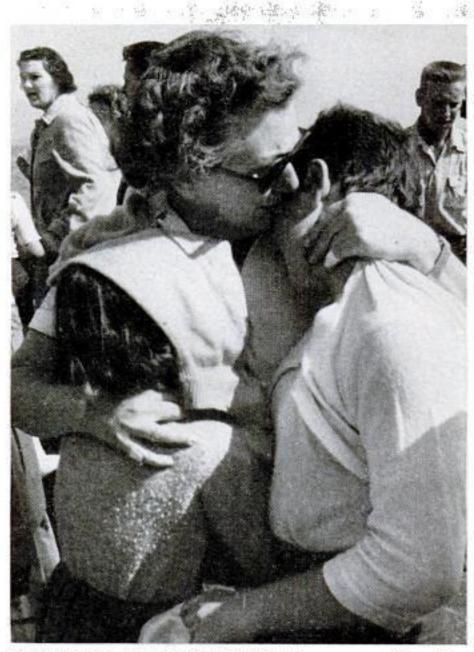
The first relief at finding missing family members alive (below) was quickly supplanted by the problems of living in the ravaged cities. National Guard troops rolled out to prevent looting in Massachusetts and Rhode Island, hardest hit of the states. With power out, tons of dry ice were flown to Boston to help save food supplies.

Though it was less costly in terms of human life than the 1938 storm which left 600 dead, Hurricane Carol's damage to property may still reach 1938's record of a half-billion dollars.



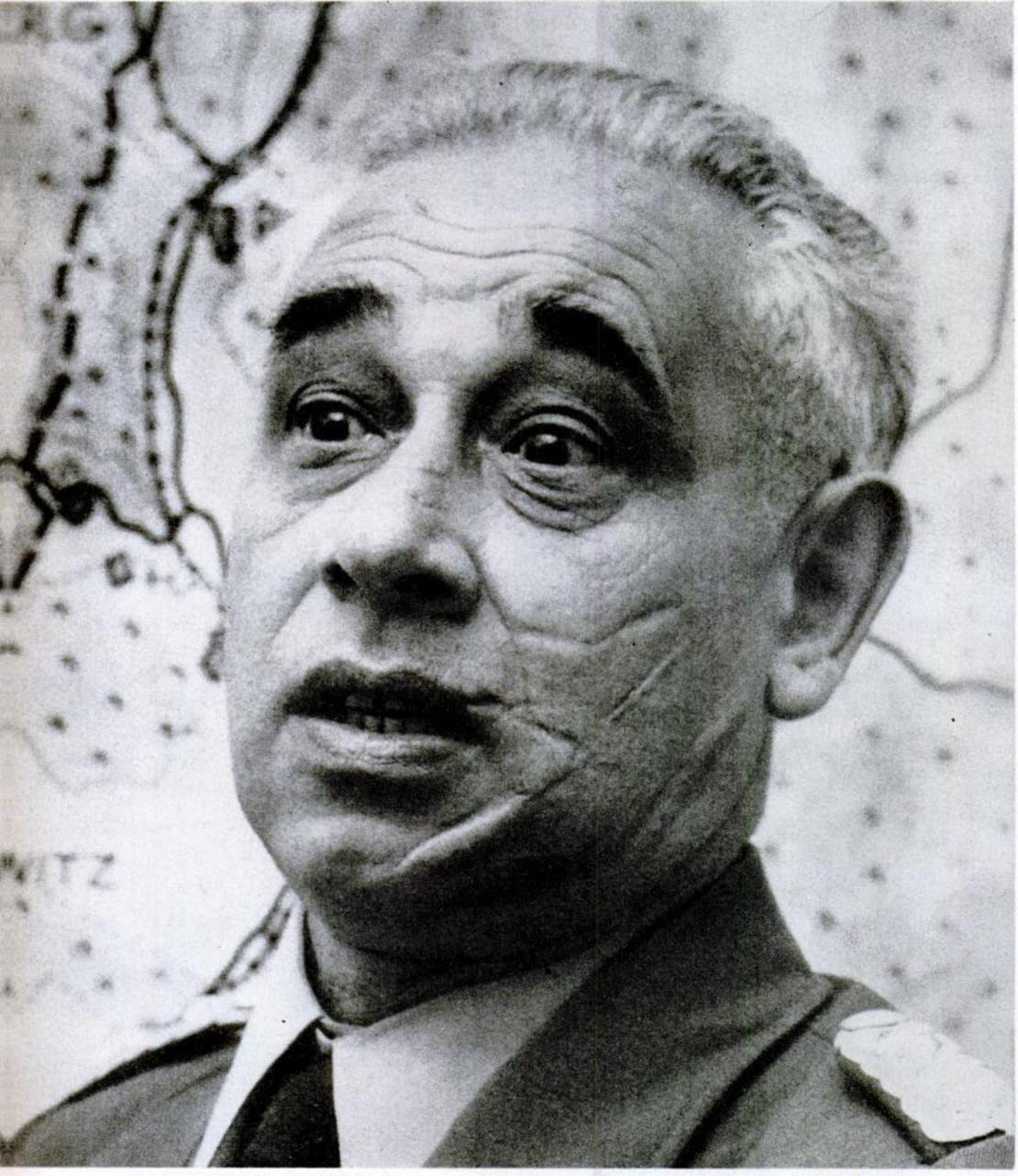


FATHER AND SON, marooned with 1,500 others on Prudence Island, R.I., leave. Boy has mumps.



MOTHER AND DAUGHTER, separated just before storm, meet on Prudence Island two days after.





THE GERMAN OFFICER, face scarred by student dueling blows, is personified by Colonel Emil

Schuler, wartime commander of mountain troops in Finland, who here conducts map drill for his officers.



IN FIELD EXERCISES near Lichtenfels Bundesgrenzschutz troopers from Coburg charge across

fields. They are equipped with light machine guns but heavier material is handy for their later use.



BUNDESGRENZSCHUTZ UNIT ON FIELD MANEUVERS

NUCLEUS OF A

EDC's death turns spotlight on

EDC began as a French idea, and in the end the French tore it up. A bizarre coalition of Communists, Gaullists and middle-roaders, whose emotional fear of *les Boches* defied all reason, teamed up in the National Assembly to give the European army what one Paris publication called "a third-class funeral." The joy in Moscow last week was matched only by the bitterness in Washington, London and, particularly, Bonn.

Now the West had to formulate, either in or out of the NATO framework, another plan for defense against Russia. As the search for an alternative began (pp. 44-45), it appeared that Western



MARCHES THROUGH A CASTLE GATE NEAR COBURG

GERMAN ARMY

a surprising new military look

Germany would get full sovereignty and an army of its own. To an extent which will surprise many Americans, the Germans, as these pictures show, already possess the nucleus for such an army. Generals in civilian clothes are working up strategic plans, and troopers in the terrifyingly familiar coal scuttle helmets are marching again beyond the Rhine. These men are members of the Bundesgrenzschutz, a special police which patrols the border against smugglers and infiltrators. There are only 15,000 of them but they are the potential cadres of 12 tough divisions which even the French military agrees the West must have.



THE GERMAN TROOPER, looking like an old pro, stares over the maneuver grounds, his face

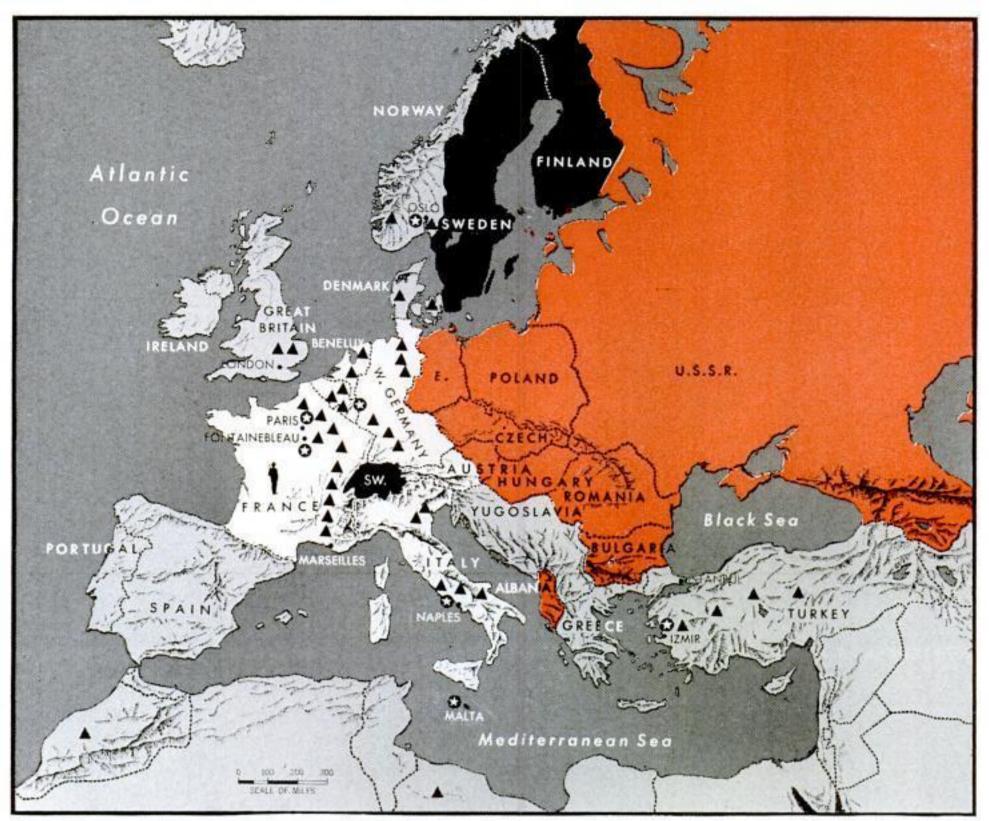
darkened for camouflage. Many former Wehrmacht officers serve the Bundesgrenzschutz as sergeants.



RIVER CROSSING is made over the Main river. The troops on the far bank are sending covering fire

for the men in rafts who, after landing, dug in and protected craft returning for rest of the force.

THIS IS HOW WEST'S DEFENSE OF EUROPE WAS PLANNED



would contribute to a 40-division European army, which would be directed, in the event of attack, from NATO headquarters (circled stars). It would

be supported by other NATO and allied countries (gray) and a vast complex of airfields (triangles), including U.S. bases in Africa. U.S. strategists believe that there is no real alternative for French bases.

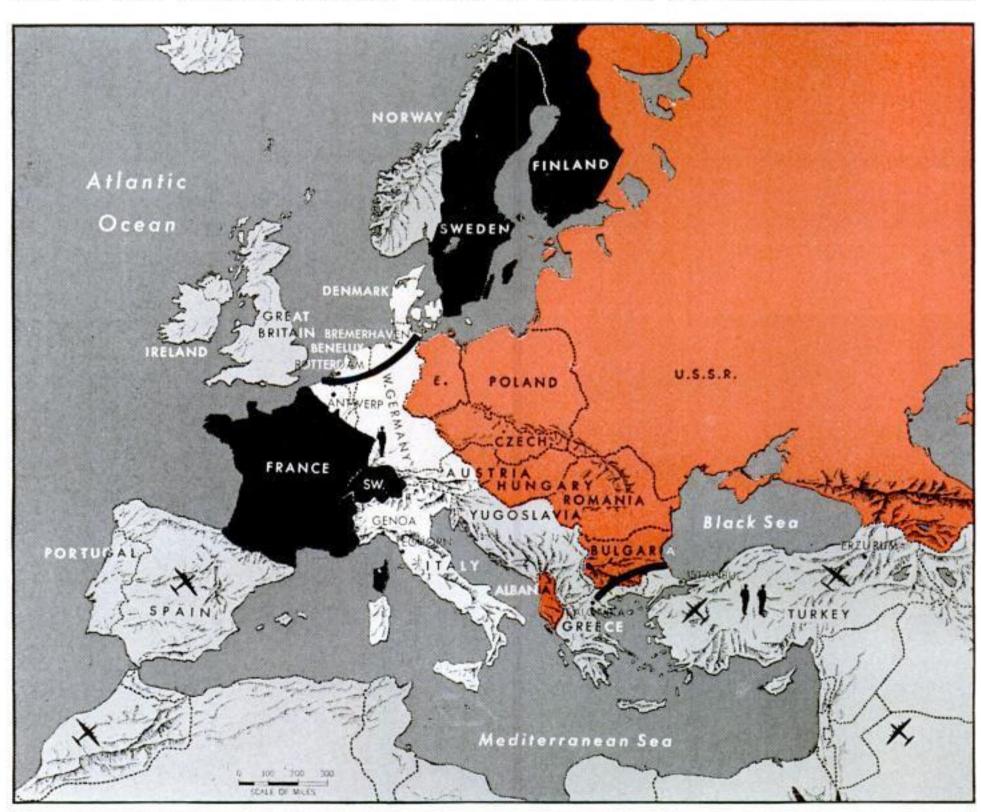
NON AU REARMENT DE

ON EVE OF EDC VOTE IN NATIONAL ASSEMBLY, A

HOT ANGER FIRST,

EDC died with a welter of insults in the French National Assembly, where former Premier Antoine Pinay accused Premier Mendès-France of playing the Communist game because he did not support EDC. A group of pro-EDC ministers (top, right) quit the Mendès-France cabinet

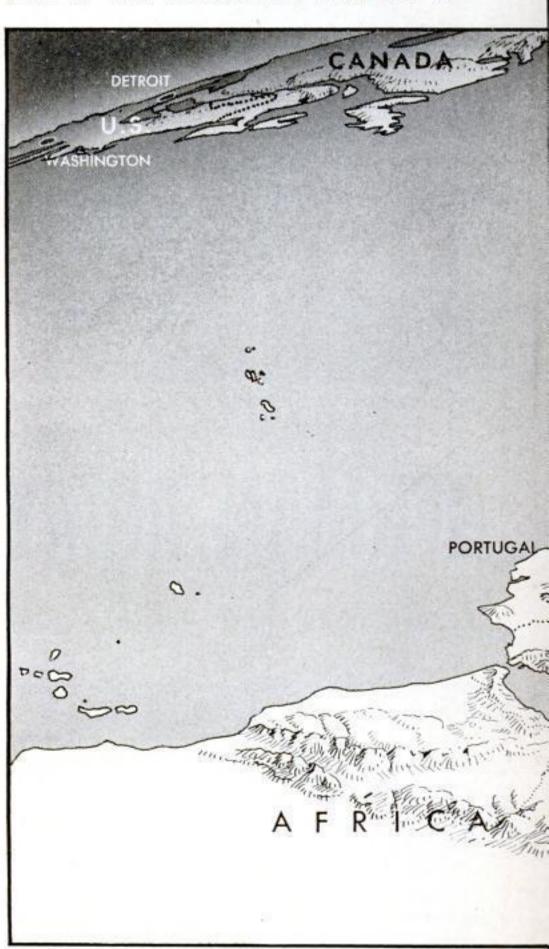
THIS IS HOW HOPEFUL GERMANS THINK IT MIGHT BE DONE _____



TWO POSSIBLE SITUATIONS resulting from an alliance without France are reflected in German military thinking. First the Germans would establish a defensive corridor from Denmark to Italy, using a German army of 24 divisions along with U.S. and British forces. Meanwhile U.S. airpower would continue to build up in Spain, Africa and Turkey. This would flank the Russians in the Mediterranean

and, Germans believe, make them think hard before plunging westward. If they did it anyway the Germans would try to hang on to a Denmark bridgehead, although most strategists say this would prove impossible in atomic war. Then the second stage would take the form of air and infantry counterattack from Turkey—something U.S. military thinkers consider possible even if Germany were lost.

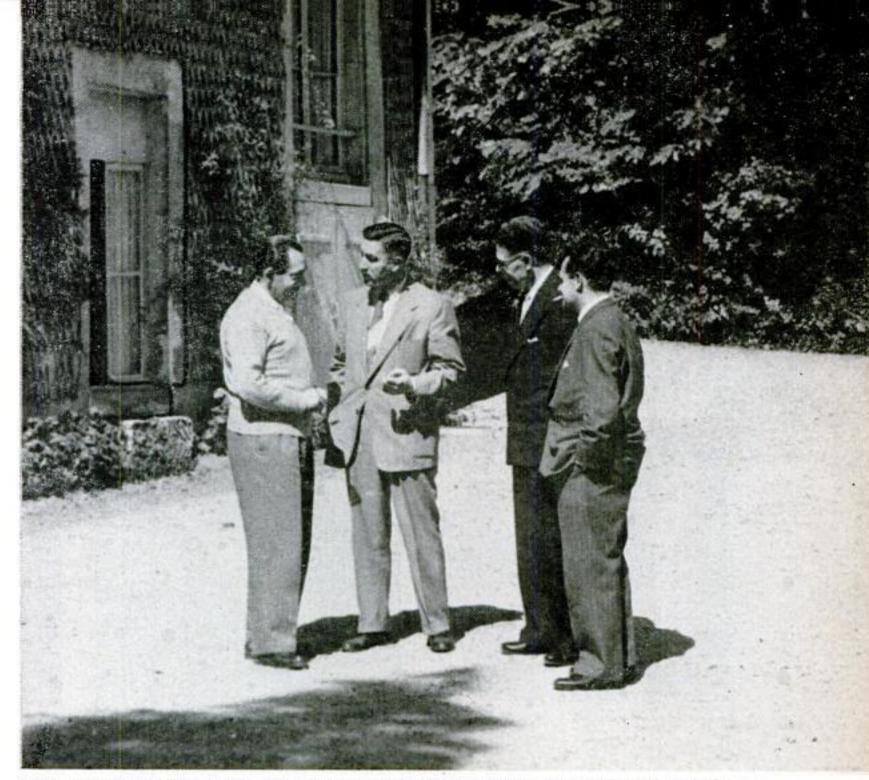
THIS IS THE FORBIDDING PICTURE OF



WHAT COULD HAPPEN if a substitute is not found for EDC is shown by this frightening projec-







MENDES-FRANCE (ABOVE, LEFT) ARGUES WITH MINISTERS WHO LATER QUIT

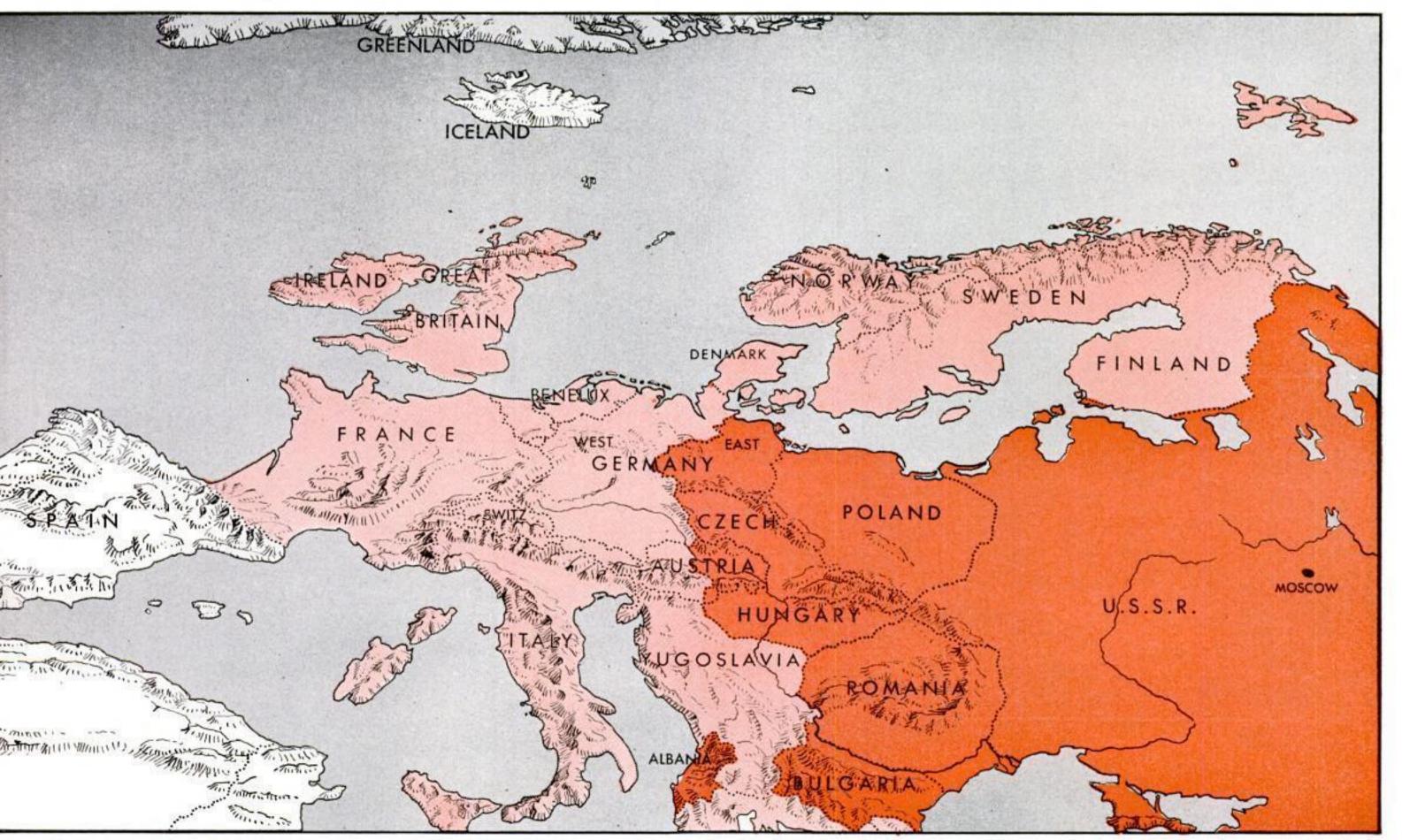
THEN A SOBER CONSIDERATION OF POSSIBLE ALTERNATIVES

after the vote. A Western diplomat on hearing the news cried, "May we live long enough to forgive France!"

However France's allies might feel about what France has done, thoughtful men were compelled to consider the military alternatives illustrated in the maps shown here. Europe and the U.S. still have NATO, although the failure of EDC dealt NATO a hard psychological blow and left up in the air the whole question of how to secure German troops—which are vital to European defense. Although France is still

in NATO, the loss of logistical support gives the generals nightmares. But the West's leaders find it hard to believe that the French can be neutral or hostile if the worst happens and the Russians attack. Some way must be found to rally them—if only it isn't too late.

EUROPE WHICH COULD FACE THE U.S. _____



tion. If Reds reached Atlantic, seizing or neutralizing countries in light red (British Isles would then

be untenable), U.S. would have to retreat to Spain, Africa and Middle East. U.S. bombers would smash

at Russia—but Moscow, over the world's roof, could also draw a bead on Detroit and other U.S. cities.

Nucleus of German Army CONTINUED







FUTURE BRASS of a new German army would probably include Adolf Heusinger (left), the Wehrmacht's wartime chief of operations, who is likely

to perform same function in revived force; Hans Speidel (center), Rommel's chief of staff; and Theodor Blank, now the top civilian military planner.

A RESERVOIR OF MEN, SOME MATERIEL ...AND A LEADER WITH A CONSCIENCE

At Kaiserslautern the hardware to equip an army stood stacked in armed acres—American arms, but everyone knew they would fit Germans. At the Mainz ordnance depot all the work on U.S. weapons was being performed by German technicians. At Kornelimünster great batteries of files bulged with the personnel records of five million Germans with military experience. Out of the waiting weapons, out of the trained military technicians, out of the filing cabinets, out of the cadres of the Bundesgrenzschutz (pp. 42, 43) the marching legions of a new Wehrmacht could spring.

Now this new German force would inevitably

been in EDC's internationalized army. Hardly anyone, least of all the Germans, wanted it this way. Chancellor Adenauer bespoke his fears of the rebirth of "an exaggerated [German] nationalism." In a voice like history's he made what sounded like a last plea for some form of French cooperation: "I am still of the opinion that without an understanding between France and Germany there will be no Europe and that the fate of France and the fate of Germany are indivisible." But the determined chancellor was sadly going ahead with plans for a German army with or without France.



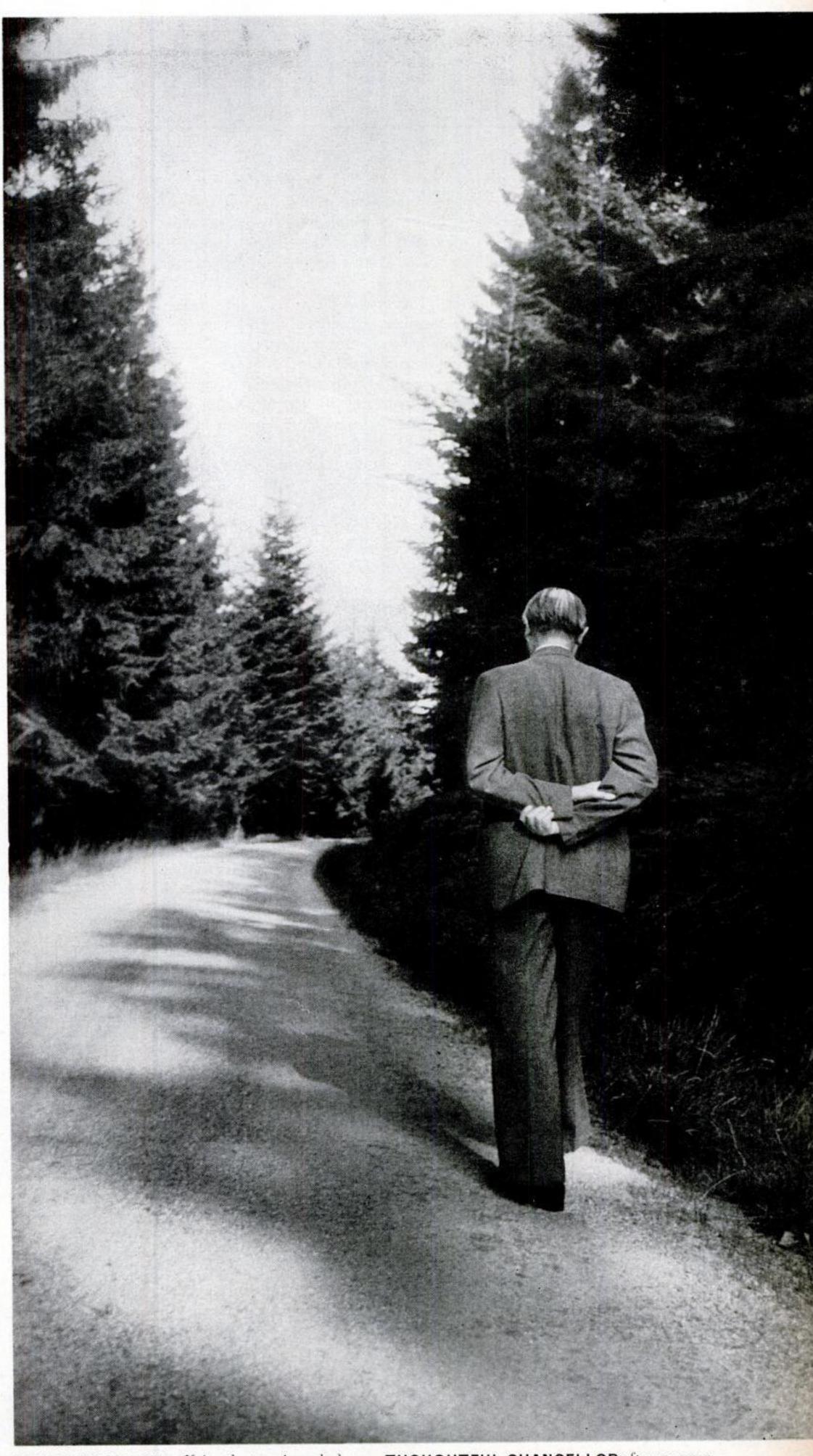
N UPDATED FILES OF WEHRMACHT, GOVERNMENT





HAS NAME OF NEARLY EVERY ADULT GERMAN MAN





→ AMERICAN DEPOT at Kaiserslautern is packed with reserves of tanks, bulldozers, trucks, fueling vehicles, which could be assigned to German army.

THOUGHTFUL CHANCELLOR after an emergency session of German cabinet called in EDC crisis takes a solitary stroll along a Black Forest road.

A PATH TO PEACE THROUGH PRAYER

On the day after the European Defense Community blew up in Paris, the steeple of the Old North Church in Boston blew down. The two events seemed, in a way, symbolic. With the steeple went the belfry which Paul Revere watched for the signals warning of the attack by a despot king ("one if by land, two if by sea"). With EDC died the mechanism, so long and arduously planned, to protect the Free World from attack by modern "proletarian" despots. As new hopes and old symbols fell together, freedom's own future seemed lashed by storm and driven before the hurricane. Was there, then, no ray of brighter promise?

There was one—a small but intensely bright flame, kindled in the quiet suburb of Evanston, Ill. There, winding up their 17-day meeting of the World Council of Churches, vast numbers of Christians-black, yellow and white-from 48 lands and 163 separate faiths found strength in growing unity. They also found a sense of embattled dedication that was a strong and refreshing revival of a church militant. It brought them away, as so many Christian soldiers, girding for battle against the evils of segregation, the threat of atomic war, colonialism, poverty, hunger and the all-engulfing evil of totalitarianism. They came away preaching that Christianity itself is the living and revolutionary force which alone can halt Communism, and which alone can save the world from its greatest peril—destruction by the H-bomb. Cynics may smile at such assumptions but Historian Arnold Toynbee, in the final volumes of his monumental study, concludes that only renewed religious faith can save the West from utter downfall.

Nor should this be surprising. All Western civilization is based upon Christianity; the very fact of freedom grew out of it, as well as that which most men call "conscience." Our laws and morals are the formal expression of the Judo-Christian ethic, of Mosaic law refined by Roman law-the eternal and immutable truths of good and evil, which are expressed in the Magna Carta as they are in the Declaration of Independence. They are the base of all the "natural laws" as well as the "natural rights" of Western man. America itself has always been a religious nation—from the time the Pilgrims began their compact "In the name of God, amen," to 1954, when figures just released show that the percentage of Americans who belong to churches is now the highest in history—three times greater than in the 1920s. If such figures are not a measure of spiritual performance, they are at least an evidence of religious intent. It is no accident that "this nation, under God," the most powerful yet to rise in the world, was built upon the rock of Christian faith.

However, mere churchgoing, by itself, as those at Evanston recognized, will neither feed the world's starving nor win the godless. Something else is needed, as Lebanon's Dr. Charles Malik pointed out, "something infinitely more humble, more profound, more positively outreaching" if all Asia and Africa as well are not to fall to Communism. Accordingly, although many Christians still regard man's woe as his destined lot, the Evanston militants seemed determined that Christians must try to make the imperfect world as good as sinful man can make it; that they must "go and teach all nations" the truths of brotherhood. They must inspire faith and spread good works. In execution, this would be a revolution more profound than Communism, for the bridgeless difference is that Communism is based on hate, Christianity on love.

The men of Evanston are determined to execute it. Listen to their fighting words. Racial discrimination is not only "an unutterable offense against God" but where it is the law (e.g., South Africa) Christians may properly "feel bound to disobey such law." Nor is it enough for Christians to seek peace for themselves. "They must seek justice for others. Great masses of people in many parts of the world are hungry for bread and are compelled to live in conditions which mock their human worth. Does your church speak and act against such injustice?"

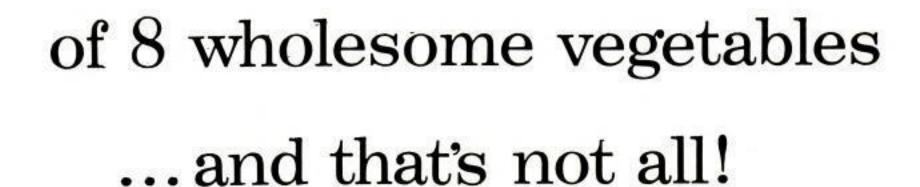
Americans could answer that with good heart. Nowhere else does the ordinary man get greater reward for his labor. Charles Taft could justifiably tell the council that America has no laissez faire capitalism, but one in which government, industry and labor work as partners and in freedom. The argument was persuasive; the council, which in 1948 had condemned capitalism, found much to be said in praise of free enterprise, but nothing to be said in favor of Communism. It recognized that democracy is inherently religion's most compatible soil. As if to affirm it, Dwight Eisenhower himself spoke at Evanston, not as President, but as merely a private in the ranks of one of the great Christian orders gathered there. He spoke also as the old soldier who knows that total war has become too terrible to contemplate. "The time has come," he said, "when for mankind there is no substitute for a just and lasting peace." How to get it? He suggested worldwide prayer as "a mighty, simultaneous, intense act of faith" (for faith, he observed, can move mountains). The council agreed; it set aside next Jan. 18 to 25 as a week of universal prayer.

Let us all mark it down; let us pray. And let us pray many times in the interim, among others for the millions of Russian Christians who still crowd the churches on weekdays and Sundays alike. We must certainly pray for Eisenhower, who, having led the liberation of Europe, cannot avoid being the leader of this greater "crusade for freedom." He must call forth his immense, and undoubted, gifts of leadership from the closet where he sometimes seems to have stored them along with his Normandy uniform. All too often he seems to be waiting for a sign from the people while the people wait for him to lead—a sort of Alphonse-and-Gaston act in which nobody goes through the door.

Therefore let the Christian soldiers, armored by Evanston, sound the bugle for Private Eisenhower. They, and he, must face the fact that tough decisions must be made, other small wars may indeed have to be fought. All Christians themselves must face the reality that the battle for the world cannot be won with kid gloves; to win showdowns, they will often have to dirty their hands, jump into the rough stuff of human affairs. All this can be done with good heart if Christians refuse to compromise the most important thing of all—their determination to prevent the world's destruction by the H-bomb. Christians do not fear death, but they share the whole world's horror at the prospect of a man-made apocalypse.

Short of genuine world peace, this is the greatest task that the President can achieve. From the beginning America has offered to put "the bomb" under lawful international control; to surrender what was once its monopoly in the interests of peace. Only Soviet refusal to accept a genuine system of atomic inspection and control has thwarted it. The danger is that such frustration will cause us to abandon the quest. We must return again and again, no matter how often rebuffed; we must tell the world, over and over, what we seek. The best role for all God-fearing men is not only to pray but to bring constant, continuing pressure upon the President to hunt new ways to solve this paramount issue. And he must seek the world's prayers, time and again, in the hope that enough faith can move even the Soviet mountain.

V-8...a wonderful blend



Livelier Flavor than tomato juice! Even Fewer Calories than orange juice!

Different? Of course V-8* is different . . . and in more wonderful ways than one. Its flavor is lively, rich, and refreshing-unequaled by any other juice. It's chock full of valuable vegetable vitamins and minerals. And its calorie count is a real blessing for dieters (a 6-ounce glass of V-8 averages less than 40 calories -about half as many as fresh orange juice).

All these happy flavor and nutritional values come from the fact that V-8 combines 8 different juices of fresh-picked vegetables. And V-8's delicious smoothness is the result of Campbell's special blending process.

Serve V-8 at breakfast, lunch, dinner, or snacktime. It's all but guaranteed to please every man, woman, and child in your family.

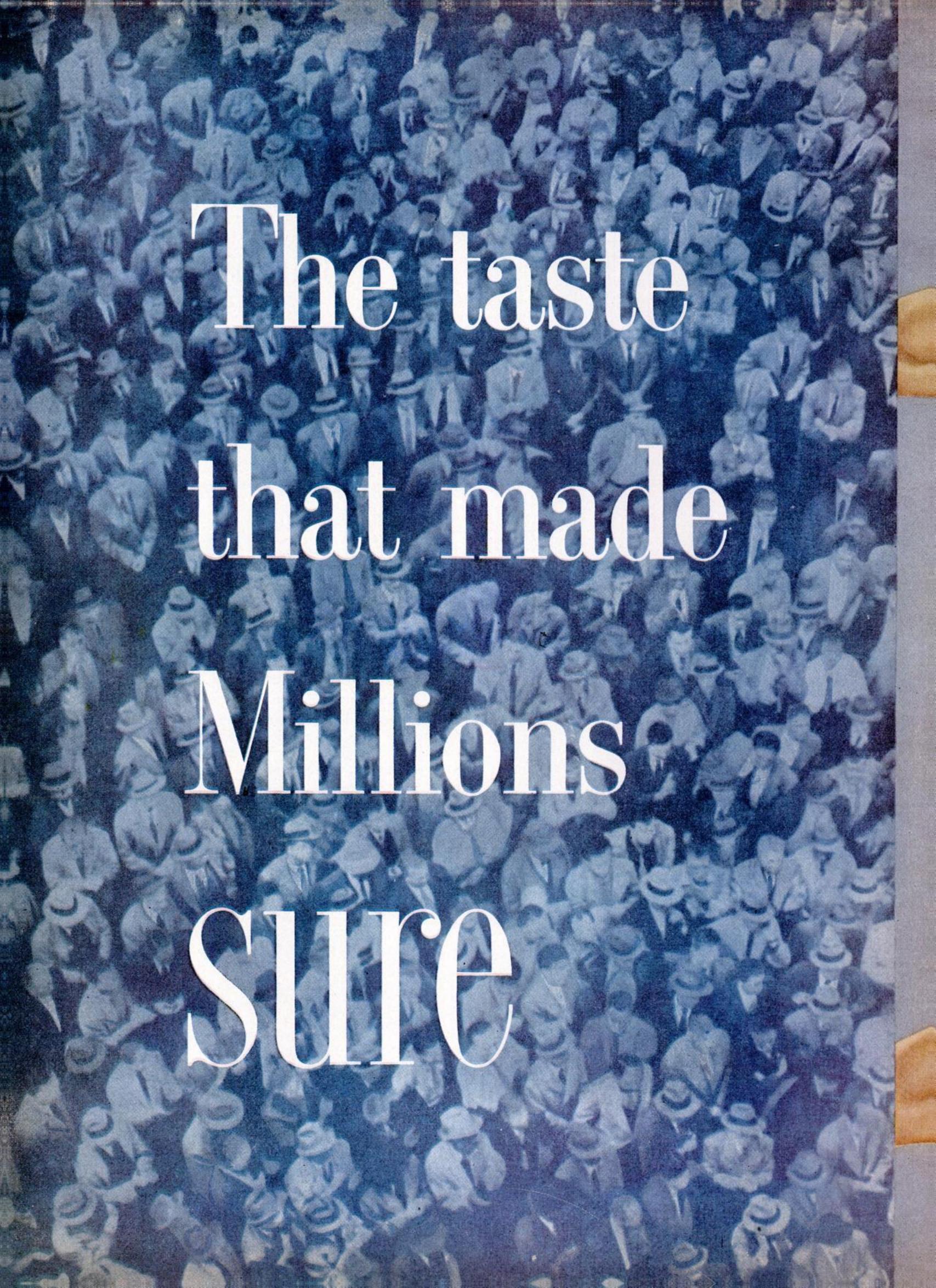
... by the makers of Campbells Soups





V-8 is a delicious blend of 8 different juices—the pure, natural juices of fresh-picked tomatoes, celery, carrots, spinach, lettuce, beets, watercress, and parsley.

*V-8 is a trademark owned by the makers of Campbell's Soups.







"Make finer whiskies...make them taste better"...

The Seagram policy since 1857.

And because Seagram's never lost sight of this aim, today, the taste of Seagram's 7 Crown appeals to more millions than that of any other whiskey in history. To

fully appreciate that superb taste, try 7 Crown in a highball..."neat" or over ice! The taste that made millions sure ...will make you sure!

Say Stagram's and be Surt

Seagram-Distillers Corporation, New York City. Blended Whiskey. 86.8 Proof. 65% Grain Neutral Spirits.



There's something "SPECIAL" about Birds Eye Spinach!

Tonight!

Make it Birds Eye Peaches for Dessert.

AS-IS-they're sweet as slices of summer . . . or ON ICE CREAM . . . or IN SHORTCAKE—they come sliced, sugared, ready to use . . . or OVER CUSTARD . . . or WITH BAKER'S COCONUT sprinkled

over the golden slices!

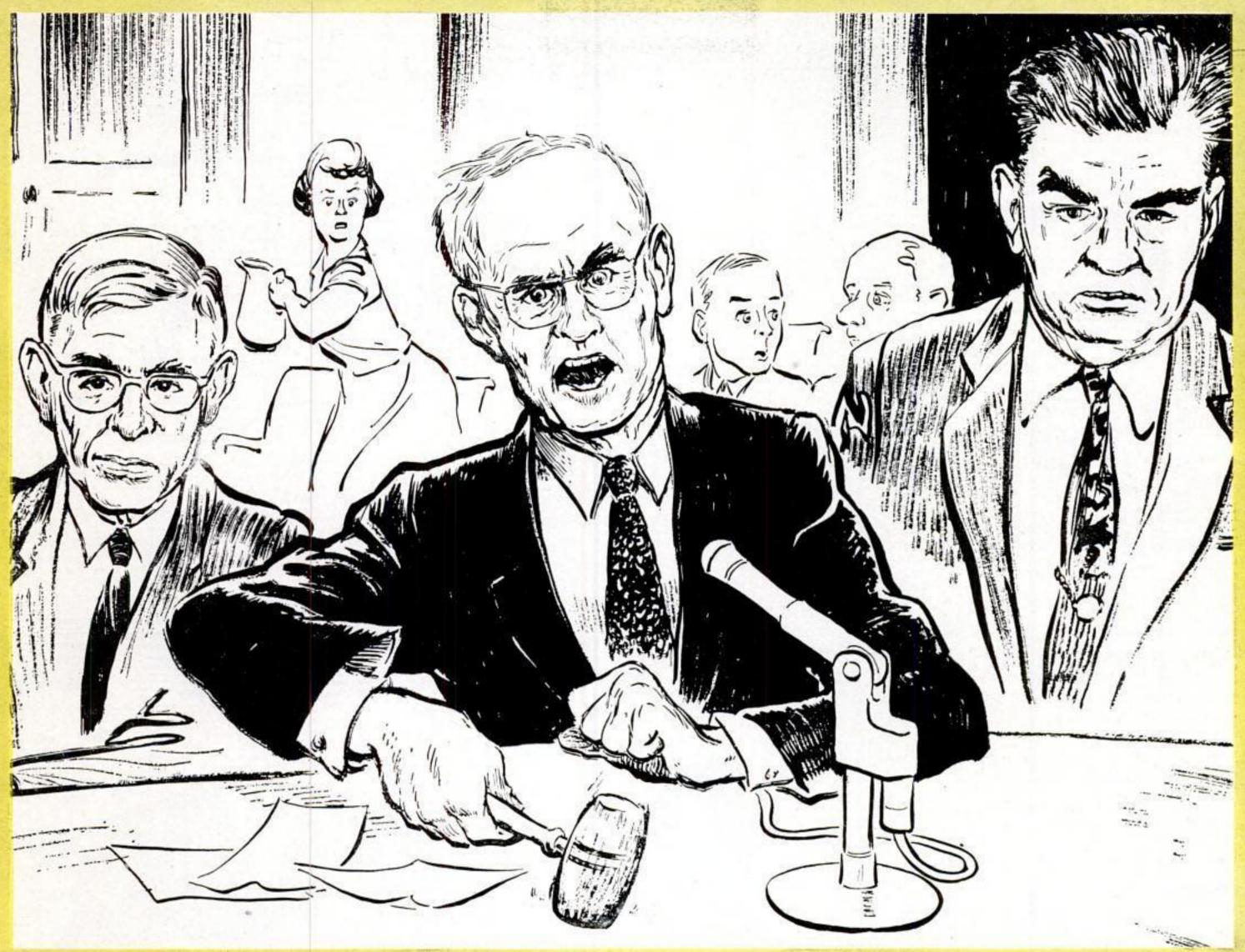
In all your born days, you never saw prettier, tenderer "thick-leaf" spinach! It's grown especially for Birds Eye.

You never tasted spinach with such flavor! Birds Eye picks the young green leaves when they're eating-perfect, and freezes 'em dewy-fresh.

You never had spinach so clean! Every leaf showered clean with oceans of water.

You just must try it-whole leaf, or choppedto believe spinach can be so special.





FLANKED BY COUNSEL CHADWICK (LEFT) AND SENATOR JOHNSON, THE SUBJECT OF THE ARGUMENT, WATKINS ANGRILY RULES MCCARTHY OUT OF ORDER

BANGS OF THE GAVEL CHASTEN MCCARTHY

The senator gets some new treatment from chairman of a new committee

From the outset the Watkins committee's investigation into censure charges against Senator Joseph McCarthy promised to be a far cry from the Army-McCarthy hearings. But no one expected McCarthy to get such a jolting comeuppance as Senator Arthur Watkins, committee chairman, gave him at the first public meeting, shown in these sketches for Life by *Pogo* creator Walt Kelly.

The session began dully with a statement by McCarthy and some recitations of evidence. Then Committee Member Senator Edwin Johnson spoke up to explain an interview he had given last March on anti-McCarthy feeling in the Senate. McCarthy's lawyer wanted a fuller explanation of Johnson's own views on McCarthy. Watkins pronounced the question immaterial. Outraged, McCarthy repeated his lawyer's demand. Watkins said it was irrelevant, and when McCarthy began to shout Watkins banged his gavel down hard five times (above) and announced with stunning firmness, "The senator is out of order." McCarthy was dumbfounded (right) and did not make any further trouble for the committee during the week. By 11:35 the next morning, Kelly noted, McCarthy had not spoken once but had consumed five glasses of water.



SILENCED, McCARTHY TURNS AROUND, LOOKS HELPLESSLY AT WIFE

Bangs of the Gavel CONTINUED



McCARTHY ADMIRER is halted by a guard after trying to pass through lines to talk to the senator. Flustered, she asked if she could smoke. Replied guard, "Government orders. No smokin', no drinkin', no shootin' craps."



WAITING FOR FIREWORKS, reporters do best to endure readings of evidence. Tired look of both reporters and McCarthy, veterans of previous hearings, was in marked contrast to new committee members' alertness.

INCENSED SENATOR leaves stifling orderliness of hearing to appear with newspaper in TV lights. Of Watkins' remark that senators need not be impartial, he said, "It's the most unheard-of thing I've ever heard of."





Lustre-Creme Shampoo OFFERS

A FREE CADILLAC A WEEK

Here's your big chance to win a gorgeous, new Cadillac like mine! You'll be as thrilled with it as I am! What a car... complete luxury on wheels... // and wonderfully easy to drive!

Aue Cussell

Beautiful Lustre-Creme Girl—

starring in

HER NEW UNDERWATER PICTURE

Produced by RKO-Radio Pictures. Color by Technicolor



Enter Now! Try for these

EXCITING PRIZES!

6 Weekly Contests

FIRST PRIZE EACH WEEK

One new 1954 Cadillac Series 62, 4-door Sedan plus \$1,000 to help pay your Income Taxes on the Cadillac you win!

SECOND PRIZE EACH WEEK

\$1,000 in cash!

10 THIRD PRIZES EACH WEEK

Ten \$100 prizes in cash!

100 Additional Prizes Each Week

One hundred \$25 prizes in cash!

You have many chances to win . . . 6 weekly contests for weeks ending Sept. 18, 25 and Oct. 2, 9, 16, 23, 1954.

*Get your Official Entry Blank today

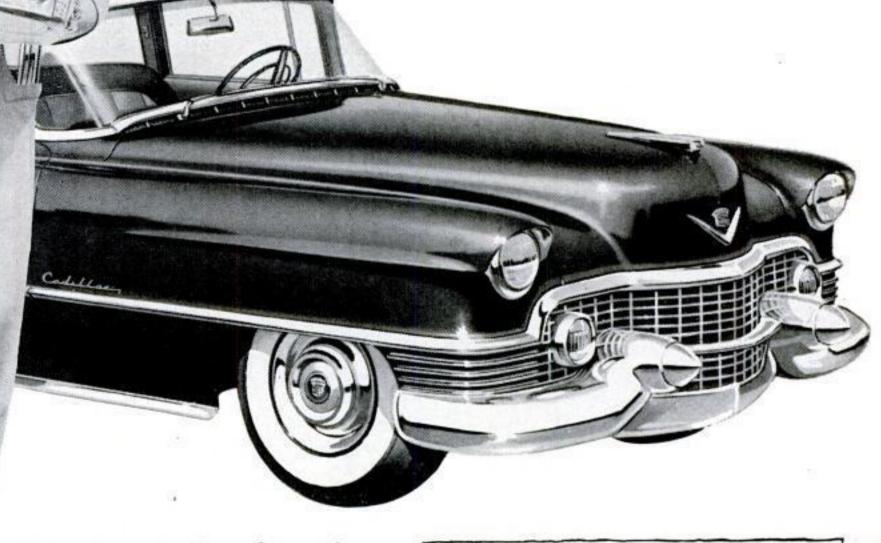


and \$1,000 to help pay your Income Taxes on the Cadillac you win...

plus \$27,000 in ca

Lustre-Creme Shampos

JINGLE CONTESTS



It's Easy! Here's all you do to enter:

Go to your favorite cosmetic counter; get Lustre-Creme Shampoo and the Official Contest Entry Blank*, on which you'll see the jingle at right. Then, just fill in the last line of the jingle on Entry Blank.

(You supply the last line, ending with a word that rhymes with "shampoo." Example: "Leaves hair like satin, too!")

These tips may help you win!

- Lustre-Creme Shampoo is blessed with lanolin . . .
 never dries your hair . . . it beautifies it!
- Even in hardest water, its rich lather leaves hair soft, shining, fragrantly clean and easy to manage!
- The favorite shampoo of 4 out of 5 top movie stars!
 Try it—in Cream or new Lotion Form! You'll be inspired to finish the jingle in winning form!

HERE'S THE JINGLE:

No wonder the movie stars' choice Is Lustre-Creme Shampoo. It never dries . . .

It beautifies!



available only at your Lustre-Creme dealer's—for complete Contest Rules.

ANNOUNCING the greatest cultural opportunity

RCA VICTOR



ever offered to music-minded Americans

LISTENER'S DIGEST

For only \$39.95—automatic "Victrola" 45 phonograph—plus 10 RCA Victor High Fidelity "45 EP" records plus 42-page musical enjoyment guide—all for little more than the former price of the phonograph alone!

TF YOU had no time for fine music when you ■ were younger...wouldn't you like to catch up now? Wouldn't you like your whole family to have the educational advantage you missed? Then the new RCA Victor Listener's Digest is a package made to order for you!

IF YOU THINK CLASSICAL MUSIC IS "HIGHBROW" OR DULL, your eyes will be opened by the superb collection of records you receive with your automatic "Victrola" 45 phonograph. From the treasure store of the world's greatest music, experts have chosen 12 of the best-loved compositions of all time -vibrant, colorful selections. Many of these will sound familiar when you hear them. And all are in easy-to-listen-to "digest form." The real cream of the music remains.



Sir John Barbirolli



Arthur Fiedler



Artur Rubinstein



Leopold Stokowski

Try to a Vick of the surface of the same of the party

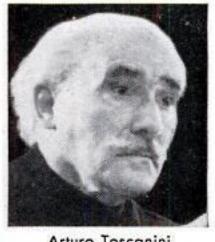


Ania Dorfmann



Pierre Monteux





Arturo Toscanini

And what a bargain! In complete album form this collection would cost you almost \$60!

12 MUSICAL MASTERPIECES-PERFORMED BY "THE WORLD'S GREATEST ARTISTS." You'll thrill to the incomparable music of nine symphony orchestras, brought into your home on 10 RCA Victor High Fidelity "45 Extended Play" records.

THE AUTOMATIC "VICTROLA" 45 PHONO-GRAPH is the big value in this package. Through the magic of its "Golden Throat" tone system, this phonograph makes recorded music burst into new brilliance. Complete with self-contained speaker, the "Victrola" 45 phonograph is easily moved, easily stored in a cubic foot of space.

Here is one phonograph that's really easy to operate. A child can put a handful of "45" records on the big spindle . . . touch a button ... stage a concert lasting almost two hours! You'll use this "Victrola" phonograph to play every kind of music, choosing from over 4,000 records in the RCA Victor "45" library.

With the ten records and phonograph, you will receive a fascinating 42-page musical enjoyment guide by George R. Marek, Director of Artists and Repertoire for RCA Victor. It is filled with facts about the music and its composers.

WHAT DIVIDENDS THIS INVESTMENT WILL PAY! The Listener's Digest will open a new world to you and other adults in your family . . . make you feel at home wherever fine music is played - or discussed. To your children, it will mean even more. For the love of fine music is a cultural advantage, a common bond to be shared with successful people in every field—a social and business asset.

DON'T PASS UP THIS OPPORTUNITY! See and hear the RCA Victor Listener's

Digest at your dealer's. You'll agree it's one of the finest values ever (RCA offered. Only \$39.95 pays the whole family's admission to a lifetime of musical pleasure!



12 MUSICAL MASTERPIECES . . . PERFORMED BY "THE WORLD'S GREATEST ARTISTS"

Beethoven: Symphony No. 5. Sir John Barbirolli conducting the Halle Orch. Beethoven: Moonlight Sonata, Pathetique Sonata. Ania Dorfmann, pianist. Tchaikovsky: 1812 Overture, Capriccio Italien, Arthur Fiedler, Boston Pops Orchestra, Franck: Symphony in D Minor, Pierre Monteux and the San Francisco Symphony Orchestra. Grieg: Piano Concerto in A Minor. Artur Rubinstein, soloist. Antal Dorati conducting the RCA Victor Symphony Orchestra, Beethoven: "Emperor" Concerto, Artur

Schnabel, pianist. Frederick Stock conducting the Chicago Symphony Orchestra, Dvorak: Symphony No. 5, in E Minor, Op. 95, "New World" Symphony. Leopold Stokowski and his Symphony Orchestra. Rimsky-Korsakoff: Scheherazade. Leopold Stokowski, Philharmonia Orchestra of London. Brahms: Symphony No. 1. Leopold Stokowski and the Hollywood Bowl Symphony Orchestra. Tchaikovsky: The Nutcracker Suite. Arturo Toscanini and the NBC Symphony Orchestra.



(with model 45EY2 shown)

Listener's Digest package is also available with portable model 45 EY3 or deluxe table model 45EY4, each only \$54.95.

Suggested list prices shown, subject to change without notice. Slightly higher in far West and South.

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RCA VICTOR—cornerstone of home entertainment for over three generations



NO SEAMS TO WORRY ABOUT!

I'VE FALLEN FOR SEAMLESS STOCKINGS BY

Hanes

HANES HOSIERY INC. • 350 FIFTH AVE., NEW YORK • \$1.35 TO \$1.95 AT. LEADING STORES

LIFE ON THE NEWSFRONTS OF THE WORLD

Hoover asks presidential privacy, Huk gets a break, duchess is dunked



EISENHOWER, HOOVER AND STEAKS

A vacation in the Rockies

Vacationing in the Rockies with former President Herbert Hoover, President Eisenhower signed a bevy of bills, went fishing with Hoover, spent two days cooking an elaborate vegetable soup. Then he invited the press for a steak lunch. While he worked over the steaks with Hoover, a guest popped a question beginning with the usual "Mr. President." Both heads turned. As reporters' questions continued, Hoover grew irritated, finally said sternly, "Thirty years ago we used to believe that there were only two occasions in which the American people have regarded the privacy of the President—in prayer and fishing. I now detect we have lost the second part of that."

Colonel Carlos Castillo Armas became sole ruler of Guatemala last week when the two other officers who had formed a junta with him resigned. Castillo had been under pressure to assume power "because triumvirates never have succeeded in Guatemala."

Light sentence for Taruc

Luis Taruc, for eight years the leader of the Communistic Huk revolt in the Philippines, was sentenced to 12 years in prison last week following his voluntary surrender on May 17. The light sentence, considering the reign of terror and murder propagated by Taruc, was possibly the result of a deal made with the police. President Ramon Magsaysay was shocked. "A mockery of justice," he declared, and indicated that the government would appeal the case.



NIECE HUGS TARUC AFTER THE VERDICT

Phenix City, Ala., a haven for gambling and crime, was put under martial law following the shooting of the nominee for attorney general in June. Last week it looked as though salvation was out for the sinful city. Hearing that an invitation had been extended to Evangelist Billy Graham to visit the town, Major General Walter Hanna turned thumbs down on the idea. In the present state of things, said Hanna, he "couldn't be responsible for what might happen at something like this revival meeting."

The Legion resolves

Meeting for its 36th annual convention in Washington, the American Legion loaded up and fired a few salvos. It resolved that the U.S. should consider breaking relations with Russia, fight any aggression in Asia with or without allies. Unenthusiastically the Legion continued to support the U.N. Then it turned fiercely on the Girl Scouts and demanded they explain publicly what they have done to eliminate "un-American propaganda" from their handbook. The president of the Girl Scouts replied that the handbook did not contain "un-American propaganda."



DAUGHTER, WIFE, MOTHER AND KUBOYAMA

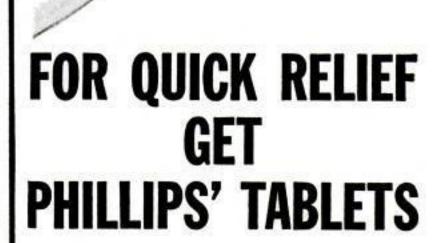
In Tokyo, Aikichi Kuboyama, radio operator of the fishing boat *Lucky Dragon*, lay near death and the fiercest anti-Americanism since Hiroshima swept Japan. Dusted with radioactive ash by the March 1 H-bomb, Kuboyama had suffered radiation sickness, was in a coma and probably would never recover.

Bishop Sheil resigns from C.Y.O.

Auxiliary Bishop Bernard J. Sheil resigned last week as director of the Catholic Youth Organization of Chicago, which he had founded in 1930. Immediately there were speculations that he had been eased out for his outspoken opinions on mccarthyism. Last spring the bishop accused McCarthy of "phony anti-Communism that mocks our way of life, flouts our traditions and democratic procedures and our sense of fair play. . . ." Queried by reporters, Bishop Sheil had no comment. But several who knew him well pointed out that the canny bishop certainly knew suspicions would be aroused. That he did nothing to avoid them indicated they probably were true and that Bishop Sheil paid the price for his opinion.

When
OVER-EATING
brings on
UPSET
STOMACH

PHILLIPS
PHILLI



Any time you overeat, remember this-you never know when it's going to cause upset stomach, gas, heartburn or any other symptom of acid indigestion. So be wise—carry a pocket-size tin of Phillips' Tablets with you wherever you go. That way, you're always ready for fast relief —no matter when or where acid indigestion comes along. As pleasant to take as candy mints, peppermint-flavored Phillips' Tablets are made from one of the fastest, most effective stomach sweeteners known-and bring almost instant relief from acid indigestion. 30 tablets - 28¢.

PHILLIPS' MILK OF MAGNESIA TABLETS



Sarong...the boneless girdle that walks and won't ride up!



Lightweight boneless Sarong always keeps you in trim shape
because it always stays in place. The diagonal pull of the
front panels flattens the stomach and belittles the thighs
to give you an unbroken dress line. The contoured back
curves low under the derrière to anchor

the girdle and keep it from riding up.

Sarong's exclusive, high-cut criss-cross

front frees you to walk, bend, dance,

sit — won't bind a bit!

Zipper, pull-on, 8 panel, Hi-Top, sizes 24-40, 7.95 to 16.50 Sarong Panty Girdle*, 6.95, Sarong Jr., 5.95, S, M, L, in gay-colored box.



AT ALL GOOD STORES, OR WRITE: I. NEWMAN & SONS, INC. 200 MADISON AVE., NEW YORK 16, N. Y. IN CANADA, SARONG GIRDLES BY DOMINION CORSET CO., LTD. GIRDLE PATENT NO. 2445322

TRADE MARK REGISTRATION WORD SARONG NO. 583826, *PATENT APPLIED FOR.

NEWSFRONTS CONTINUED



PROSPECTOR PICK

Uranium bonanza in Utah

Three years ago 47-year-old Vernon Pick of Minneapolis set out with his wife for a Mexican vacation. In Colorado he met a mining engineer who told him of uranium in Utah. Pick caught the prospecting fever, nosed around Utah for seven months. Weary and discouraged, he sat down on a rock. Then his radiation detector went wild. "I was on a solid chunk of uranium ore," Pick said later. He filed his claim. Last week Pick sold the mine to the Atlas Corporation for \$9 million.

Russia, warming up to the 1956 Olympics, scored an unprecedented sweep of the unofficial European Games last week, scoring a total of 269 points, more than twice that of the runner-up British team. Highlight of the track meet was the 5,000-meter race, in which a hard-faced little sailor from Russia's Baltic fleet named Vladimir Kuc, nicknamed "The Black Horse" by his teammates, beat Czechoslovakia's world champion Emil Zatopek and set a new world's record of 13 minutes 56.6 seconds for the race.

Navy apologizes to 'security risk'

Last year Abraham Chasanow was suspended from his job at the Navy Hydrographic Office as a suspected security risk. A civic leader of the governmentbuilt Maryland community of Greenbelt, Chasanow's troubles began in 1949 when Congress ordered the property sold. Organizing 1,400 residents to buy it, he was opposed by a minority who hoped for government subsidy. A fight ensued and word was passed that the majority was led by "Communist Jews and longhairs." In 1952 the U.S. sold Greenbelt. Then came charges that Chasanow had associated with Communist groups. Chasanow appealed his suspension to Assistant



CITIZEN CHASANOW

Navy Secretary James H. Smith, who granted a review which found that informants "failed to corroborate their original testimony." Last week the Navy apologized publicly for a "grave injustice." "The pattern of Mr. Chasanow's life portrays an above average loyal American citizen," said the Navy, and ordered him reinstated with back pay.

In Canada for a visit, the Duchess of Kent, aunt of Queen Elizabeth, began with a tour of Quebec. As she inspected the guard of honor a rainstorm deluged the city. To the rescue came gallant Lieut, Ian MacPherson of the Royal Canadian Navy with an umbrella to hoist above the royal head. But the shelter was short-lived, as wind whipped the umbrella inside out and forced the drenched and dismayed duchess to take cover elsewhere.



THE DUCHESS OF KENT GRIMACES AS UMBRELLA TURNS INSIDE OUT



Refreshing service for people on the go

Active people find a short stop means a fresh start when it's a pause for ice-cold Coca-Cola.

For Coke gives you a welcome bit of quick energy—

with as few calories as half an average, juicy grapefruit...

and that's real service for you! Have a Coke and go refreshed!





15-Minute Meat Loaf

When Hunt's home economist developed this recipe she said, "Busy homemakers and career girls will appreciate this one!"

And you will! Because, besides being a "quickie" - just fifteen minutes cooking time - it is truly delicious with its savory tomato gravy!

Be sure to use Hunt's Tomato Sauce when you make it. For Hunt's brings you true tomato goodness seasoned just right. No starchy fillers, no "soupy" flavor. The beautiful color tells you that it's all tomato.

When you and your family have enjoyed this delicious 15-Minute Meat Loaf, you'll want to try Hunt's Tomato Sauce in many of your own favorite recipes. Simply add it to stews, soups, casseroles, meat

loaf, spaghetti. You'll gain flavor for your cooking!

 $1\frac{1}{2}$ lbs. ground beef $1\frac{1}{2}$ tsp. salt $\frac{1}{8}$ tsp. pepper 2 tbsp. chopped onion

2 tbsp. chopped green pepper (optional) 2 cans Hunt's Tomato Sauce 2 tbsp. sugar

1/4 tbsp. Worcestershire Sauce

Combine beef, salt, pepper, onion, green pepper and ½ can Hunt's Tomato Sauce. Press into greased 9 x 12 x 2-inch baking dish. Bake on lowest shelf in hot oven (450°F.) for 10 minutes. Broil 5 minutes longer. While meat cooks, combine remaining tomato sauce, sugar and Worcestershire. Boil about 3 minutes. Add meat drippings, if desired. Cut meat in half crosswise. Arrange sandwich fashion on platter, pouring sauce between and on top. Serves 6.



WANT RECIPES? There's a delicious one on the back of every can of Hunt's Tomato Sauce – at your grocer's. Hunt Foods, Inc., Fullerton, California.

Hunt-for the best



AS ITS FORWARD HULL FILLS WITH WATER THE DRILLING BARGE "MR. CHARLIE" TILTS DOWNWARD OFF THE MISSISSIPPI COAST AND BEGINS TO SUBMERGE

'MR. CHARLIE' GOES OUT TO SEA

A new barge sinks to the bottom of the gulf and provides a firm anchorage for drilling oil wells

Out of a New Orleans shipyard a singularly monstrous contraption floated into the Gulf of Mexico and slowly sank without a sound (above). The performance delighted onlookers, for it was the first test of a \$2.5 million submersible drilling barge specially designed to help tap vast oil reserves beneath the gulf.

The barge—called Mr. Charlie after Charles Murphy, an oilman who financed it—is fitted with 14-foot-thick steel stilts which join the

hull and the drilling deck. On a drill site, the hull is flooded and sinks to the bottom (its maximum depth, 40 feet), providing firm anchorage for the deck. After drilling is completed, the hull is pumped out and resurfaces, and the barge can be towed to the next job. Mr. Charlie not only rides out gulf storms safely but can drill a 12,000-foot hole at a different location every month. It has already brought in one well and is working on its second.

New! Exclusive! CAPEHART POLAROID®

Picture Filter System
and
TRI-FI°

3-Speaker Sound Reproduction



The ultimate in television enjoyment. Restful viewing from the Capehart Polaroid ® Picture Filter System with 21-inch aluminized tube. "Concert Hall" listening with new Tri-Fi© 3-Speaker Sound Reproduction. With Universal "All-Channel" Tuner at slightly higher cost. Mahogany finish cabinet. \$339.95*

THE INCOMPARABLE

Opposition

Here is the greatest advance in television viewing—the sensational, built-in Capehart Polaroid®

Picture Filter System. No more eye-straining glare. No more eye-fatiguing reflections of lamps and windows. This Capehart picture is the clearest, sharpest, most brilliant you've ever seen—and so "easy-on-the-eyes." Prove it yourself. See a demonstration at your Capehart dealer's today! Your classified directory lists your nearest Capehart dealer.

*Suggested retail price. Prices slightly higher in the South and West.

(By Polaroid Corporation Copyright

You can buy a Capehart television setfor as low as \$169.95*



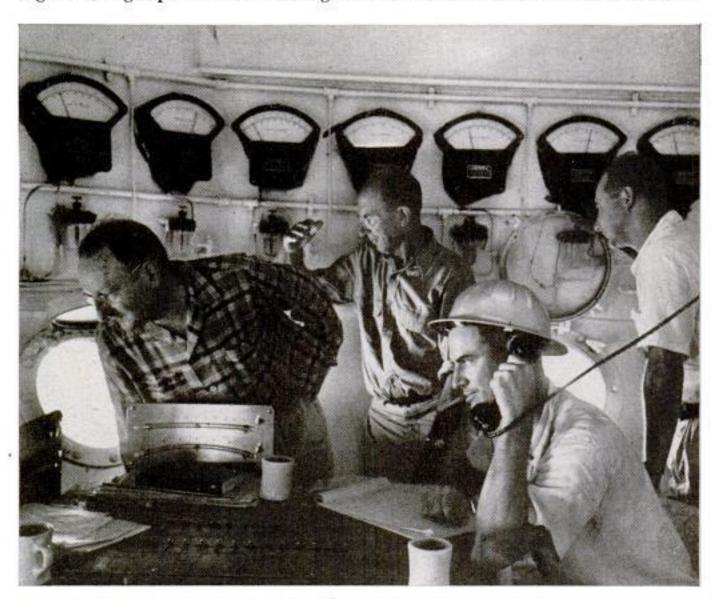
The CAPEHART "Bedford"
Trim instrument styled of rugged, attractive mahogany Floratone.
Capehart Polaroid® Picture Filter System with 21-inch aluminized tube for "easy-on-the-eyes" viewing. With Universal "All-Channel" Tuner at slightly higher cost. (Wrought iron \$229.95* legs optional.)

CAPEHART-FARNSWORTH COMPANY, Fort Wayne 1, Indiana
A Division of International Telephone and Telegraph Corporation

'Mr. Charlie' CONTINUED



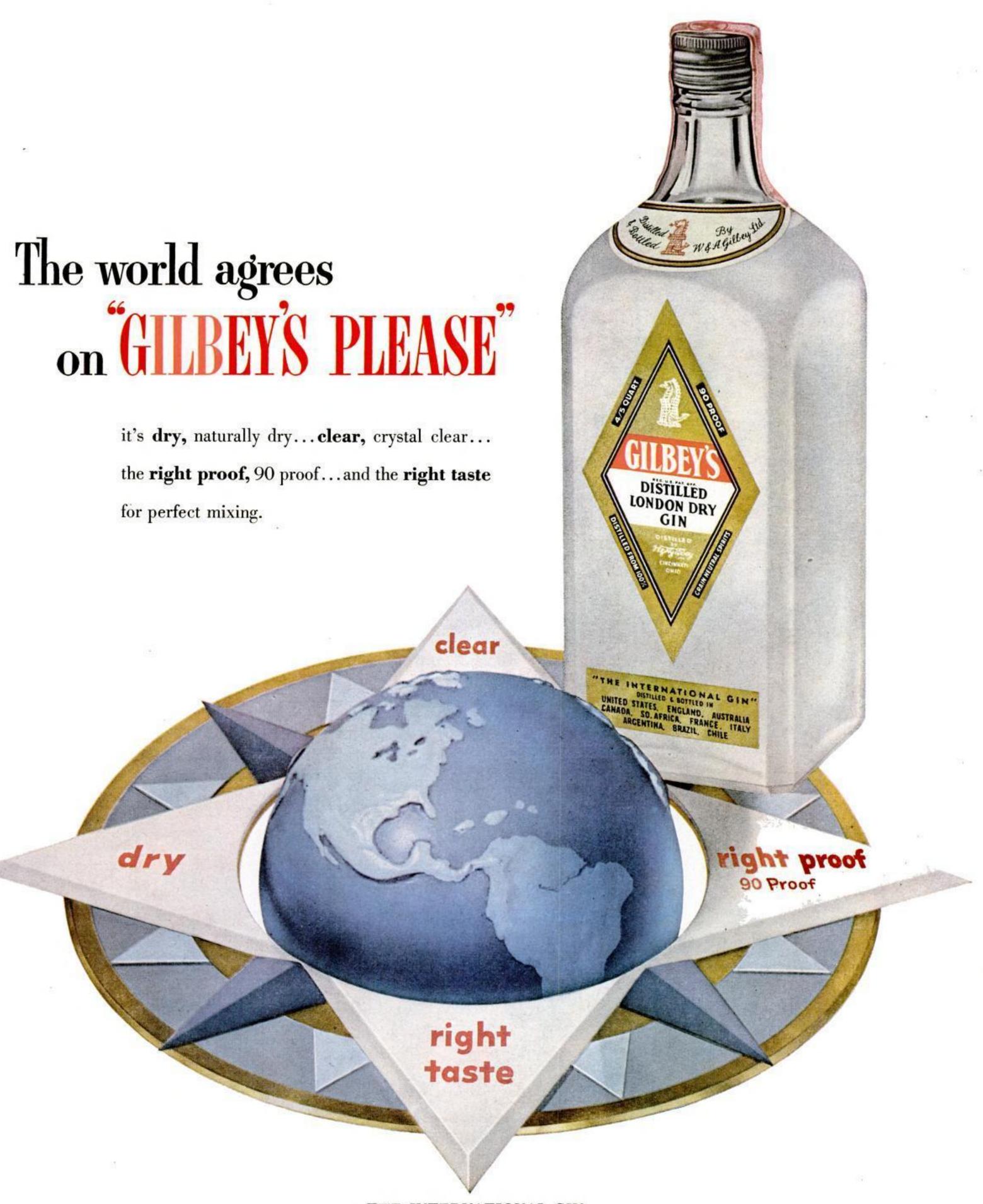
HEADING SEAWARD on its maiden cruise, Mr. Charlie, propelled by tugboats, edges past a bascule bridge on the Industrial Canal in New Orleans.



IN CONTROL ROOM the barge's builder, Alden Laborde, 38, directs the submersion by phone as Inventor John Hayward (standing, center) watches.



READY FOR DRILLING, the barge is firmly anchored by its hull in 32 feet of water. Having raised its drilling tower, it prepares to spud in the well.



THE INTERNATIONAL GIN

distilled and bottled in the United States, England, Canada, Australia, South Africa, France, Italy, Argentina, Brazil and Chile.

GILBEY'S DISTILLED LONDON DRY GIN. 90 PROOF. 100% GRAIN NEUTRAL SPIRITS. W. & A. GILBEY, LTD., CINCINNATI, OHIO

You could pay \$100 more and still not get all the features, quality and big-range capacity of the



Model RT-38

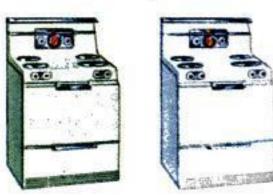
America's most popular size electric range – first introduced by Frigidaire!

Roast a 30-pound turkey with room to spare ... bake six pies, or ten loaves of bread, all at once. You can't beat that for oven capacity even on ranges 10 inches wider! New Imperial Cook-Master Oven Control is super simple to set ... turns oven on at the time you select, cooks the food at the right temperature and for the right length of time, turns off, and signals you the food is done.

You can't beat that for real big-range automatic operation! Waist-high broiler saves stooping. The extra-deep broiler pan has smokeless-type grid. Top-of-range cooking is a pleasure, too. Fast-heating Radiantube Units give you a choice of five accurate heats to do all your surface cooking best. Lifetime Porcelain finish—the most protective, easiest-to-clean finish known—keeps your Thrifty 30 looking bright as new forever.

Be modern . . . cook electrically!

NEW COLOR STYLING! Sherwood Green, Stratford Yellow or snowy white exteriors





See your Frigidaire Dealer today – ask about the ranges Arthur Godfrey recommends on his TV-Radio shows. Twelve models to choose from in three sizes – 21, 30 and 40 inches. Look for your Frigidaire Dealer's name in your phone book under "Electrical Appliances." Or write Frigidaire, Dept. 2258, Dayton 1, Ohio, for free folder. In Canada, Toronto 13, Ontario.

Frigidaire Electric Ranges

Built and backed by General Motors

Frigidaire "Thrifty-30"

It's only 30 inches wide!









AS THE EMPEROR'S PLANE TAKES OFF, A LOCAL PATRIOT, NOBORU ITOH, MARKS THE HISTORIC

HIROHITO SUBMITS TO THE AIR AGE

Japan's emperor, accustomed to the peaceful pace of antique autos, takes his first flight in a plane

IN A 1932 MERCEDES-BENZ WITH WOODEN-SPOKED WHEELS AND NICKEL LANTERNS THE EMPEROR OF JAPAN ROLLS SEDATELY BY HOKKAIDO'S RICE FARMS

Moving at its usual, unhurried 15 mph, Emperor Hirohito's aging limousine drove through the countryside and up to the Chitose Air Base in northern Japan. Together with the Empress Nagako he descended and prepared for a historic occasion in his reign. To mark completion of a royal visit to the islands of Honshu and Hokkaido, the final stage in a postwar cycle of trips designed to humanize a little man who once had

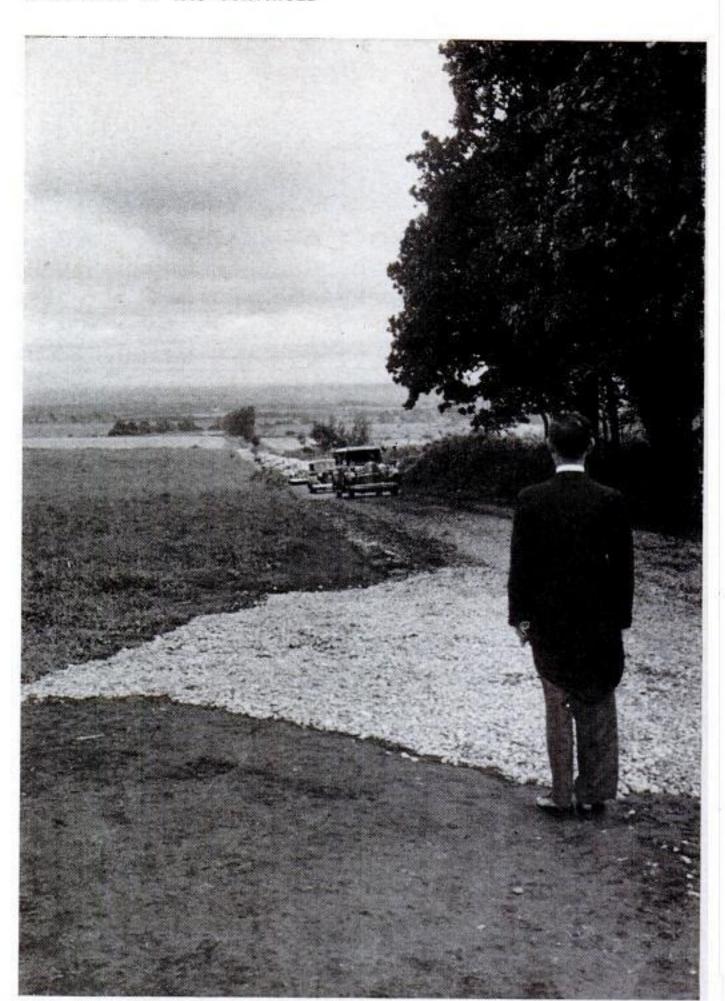
been looked upon as divine, O-Kami (the Honorable Superior One) was going to take his first ride in an airplane. The emperor and his consort climbed into a Japan Air Lines DC-6B which normally makes transpacific flights to the U.S. He spent two hours and one minute eating sandwiches, cookies and a honeydew melon sent from California by Japanese friends there. Then he climbed down at the Tokyo airport, beaming.

CONTINUED ON NEXT PAGE

No more tears from soap in the eyes"



Hirohito in Air CONTINUED



WELCOMING OFFICIAL, all dressed up, awaits emperor's approach at farm. Hirohito inspected mines, schools, wore out one hat waving it at people.



COOPERATIVE EMPEROR ended his maiden flight by happily obeying the unawed Japanese photographers who hollered at him, "Take off your hat."



THERE'S never been an electric shaver just like the New Custom Schick. It's the most compact ever made, yet the most powerful. It's the most modern shaving instrument ever developed.

If you want to take the slaving out of shaving—get close, clean shaves with eye-opening ease and silken-smooth comfort—then you'll want to try the New Custom Schick.

An exclusive Schick development—Super-Honing—insures Super-Shaves. And only Schick shaving heads are just the right size to fit every place on your face. But, even so, you needn't take anyone's word for this.

FREE HOME TRIAL. Try this wonderful new way to shave, without risking a penny. Simply ask your dealer — or any Schick Electric Shaver Shop — for a New Custom Schick on the Free Home Trial. You must decide it is the best way to shave ever invented—or return the shaver to your dealer in 14 days and get back every cent!

Only Schick Is Super-Honed for Super-Shaves

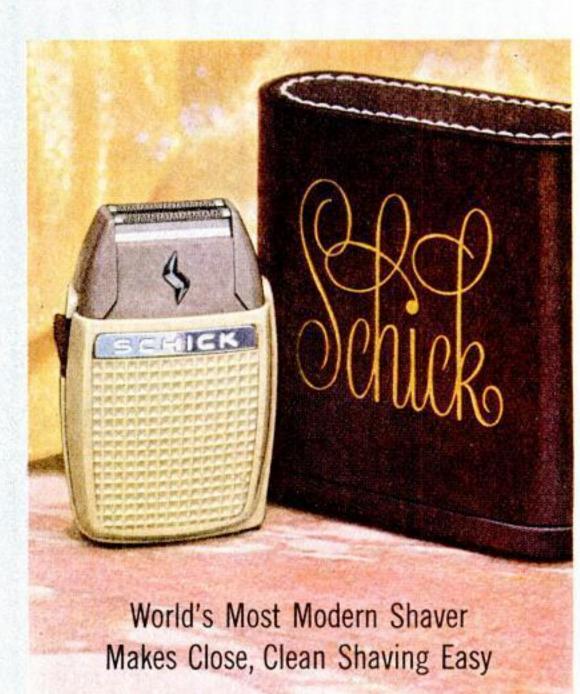
Schick's exclusive precision processes make possible Super-Honed heads for Super-Shaves. And only Schick heads have no bulldozer bulk! They're scientifically sized to fit your face everywhere!

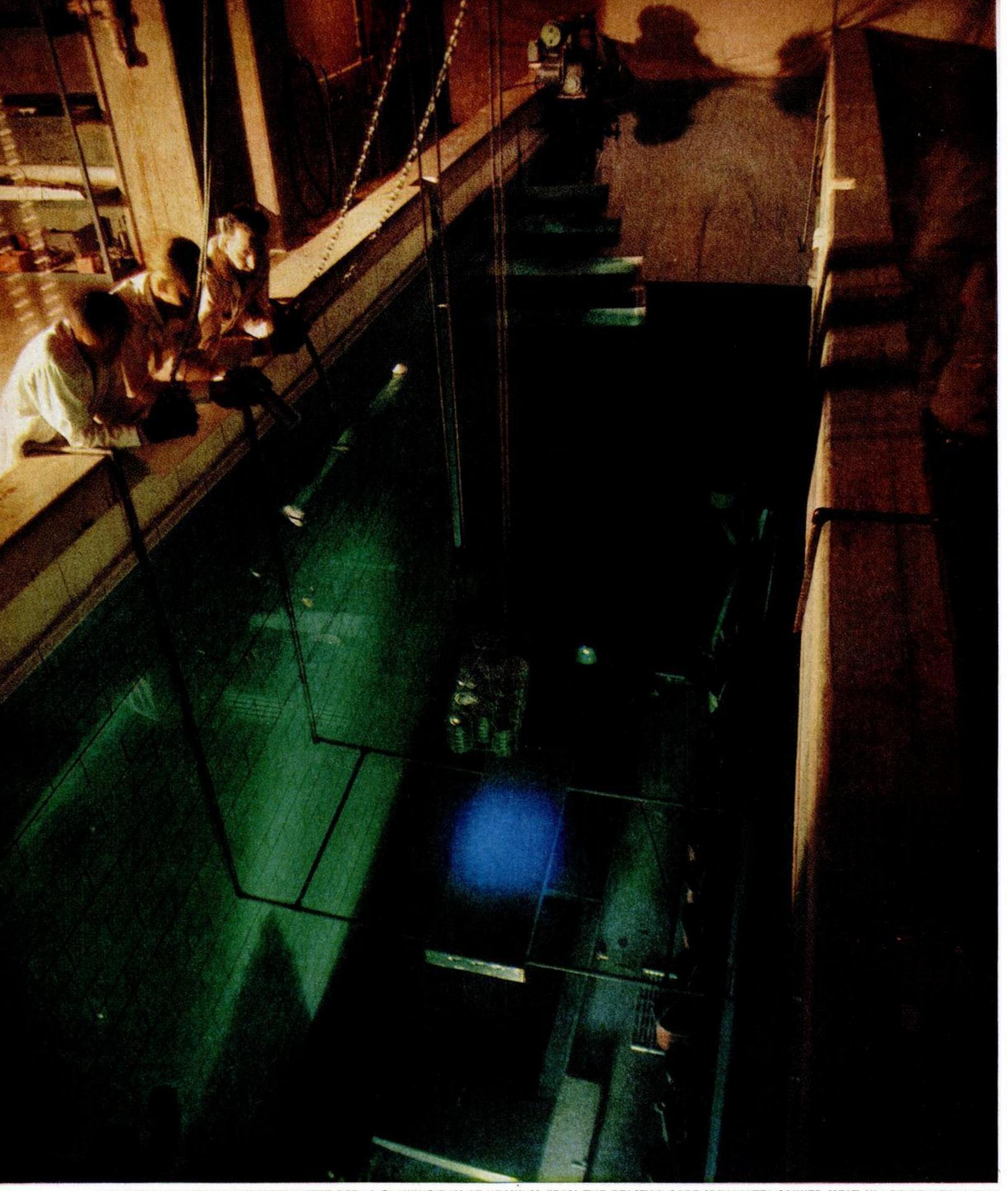


New Custom Schick

In new, slim-lined Caddie Case, \$28.75. Schick "20," \$26.50

MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE On TV... "The Jackie Gleason Show" Schick Incorporated, Stamford, Conn.





IN A CANAL FILLED WITH WATER 18 FEET DEEP A GLOWING BOX OF URANIUM FROM THE REACTOR CORE IRRADIATES CANNED MEAT IN PRESERVATION TEST

HOTTEST PILE

Idaho reactor's intense rays weaken steel, preserve food Far out on the sagebrush plains of Idaho the Atomic Energy Commission last month gave newsmen the first public inspection of one of its most magnificent research tools, an atomic pile that produces radiation faster than anything else on earth except bombs. The installation, an \$18-million, concrete, graphite and metal structure called the Materials Testing Reactor, derives its intense radiation from a

core of uranium "about the size of two suitcases." It is used to discover the exotic effects of radiation—usually destructive, but sometimes useful—on substances ranging from steel and plastics to food. Many metals, tested in the MTR for possible use in future atomic power plants, are badly damaged. But meat, after irradiation in a canal under the reactor (above), strangely is preserved from spoiling.

How to earn money—

...in school or college with a rugged Royal

THEN HE WAS AN UNDERGRADUATE in a Lancaster County, Pa. liberal arts college, this bright young man got on the student paper as feature editor . . .

... partly because he had learned typing in high school. This experience, combined with that of reporter in the Army, landed him a job freelancing for a newspaper in Paris.



While this Long Island undergraduate was in college, he earned from \$50 to \$60 a month typing. which supplemented his G.I. allotment and also bought him a good suit of clothes.

Earn \$250 a Year by Typing

Out in Southern California another student wrote and typed themes and theses for other students, earning an average of \$250 a year. Incidentally, he taught himself typing at the age of 12. With some of the money, he bought a new typewriter and spent the rest on the general expenses of education.

Then there was the girl down in Texas, an undergraduate who needed money for tuition. She could type. So she worked as Music Librarian in her college, typing cards for the music catalogue from recordings and manuscripts of operas and concertos.

Many, many alert young people in schools and colleges are free-lancing their way to extra money by typing. And you can do it, too, with a Royal Portable. The demand is so great that you can easily pay for your Royal Portable in a short time.

And Touch Typing Is Pie!

And brother, you should see the rugged Royal Portable! It's got every feature needed for speedy typing. Every feature needed for easy typing! Every feature needed for expert-looking typing! It's the standard typewriter in portable form. How about touch typing? That's easy. You can teach yourself in a few weeks' practice.

Outlasts Ten Tennis Rackets

Did we say "Rugged Royal"? Why, you'll wear out ten tennis rackets before you wear out a Royal Portable. It lasts for years and yearseven after you are married.

How do we know this? Because a stock model was put on the testing block in Hoboken, N. J. and ran for 2000 hours, 24 hours a day, at the high speed of 100 words a minute.* And that simply means you'd have to type a 400-word letter every day in the year, except Sundays, for 96 years to equal the workout this stock model Royal Portable got.

Has any other portable ever gone through such a grueling test? Has any other portable ever offered such proof of ruggedness and dependability? Is it any wonder that rugged Royal is the typewriter of a lifetime for a lifetime?





FREE BOOKLET!

FREE! Go to your Royal Portable dealer and get the free booklet called "How to Type Your Way to Extra Money." Learn how to touch type...how to find customers.

See the new Royal Portable. The trade-ins are liberal. The down payment is only \$9.95 and the balance over 18 months. Go to your Royal Portable dealer today.



Does more for you...does it better, because of these 9 amazing features!

"Magic" Margin • Speed Selector • Uniform Scales • Line Finder • Visible Touch-Set Tab Stops • Push Button Top • "Touch Control" Line Meter • Fiberglas Case



the new rugged RUYAL portable

| Sthe typewriter of a lifetime for a lifetime

"Magic" and "Touch Control" are registered trade-marks of Royal McBee Corporation;

*Test Number E-6998, Oct. 14, 1953

Paint outside trim the fast, neat way...



Pointers on painting: remove shutters to avoid splattering house; lay on crates or sawhorses. Make sure surface is clean and dry. Do back first. Start with hard-toget-at areas. To paint door frame, start at the top and work down. And always...

Use brushes with bristles of Du Pont



nylon

You make easy work...tidy work... of any paint job outdoors or in when you use brushes with bristles of Du Pont "Tynex" nylon.

"Tynex" bristles carry a full load of paint...flow on a satin-smooth coat. They can be quickly cleaned afterwards with any commercial cleaner.

"Tynex" bristles don't get brittle...
last up to 5 times longer than other
bristles. When buying any type brush,
"Tynex" is your guide to quality.

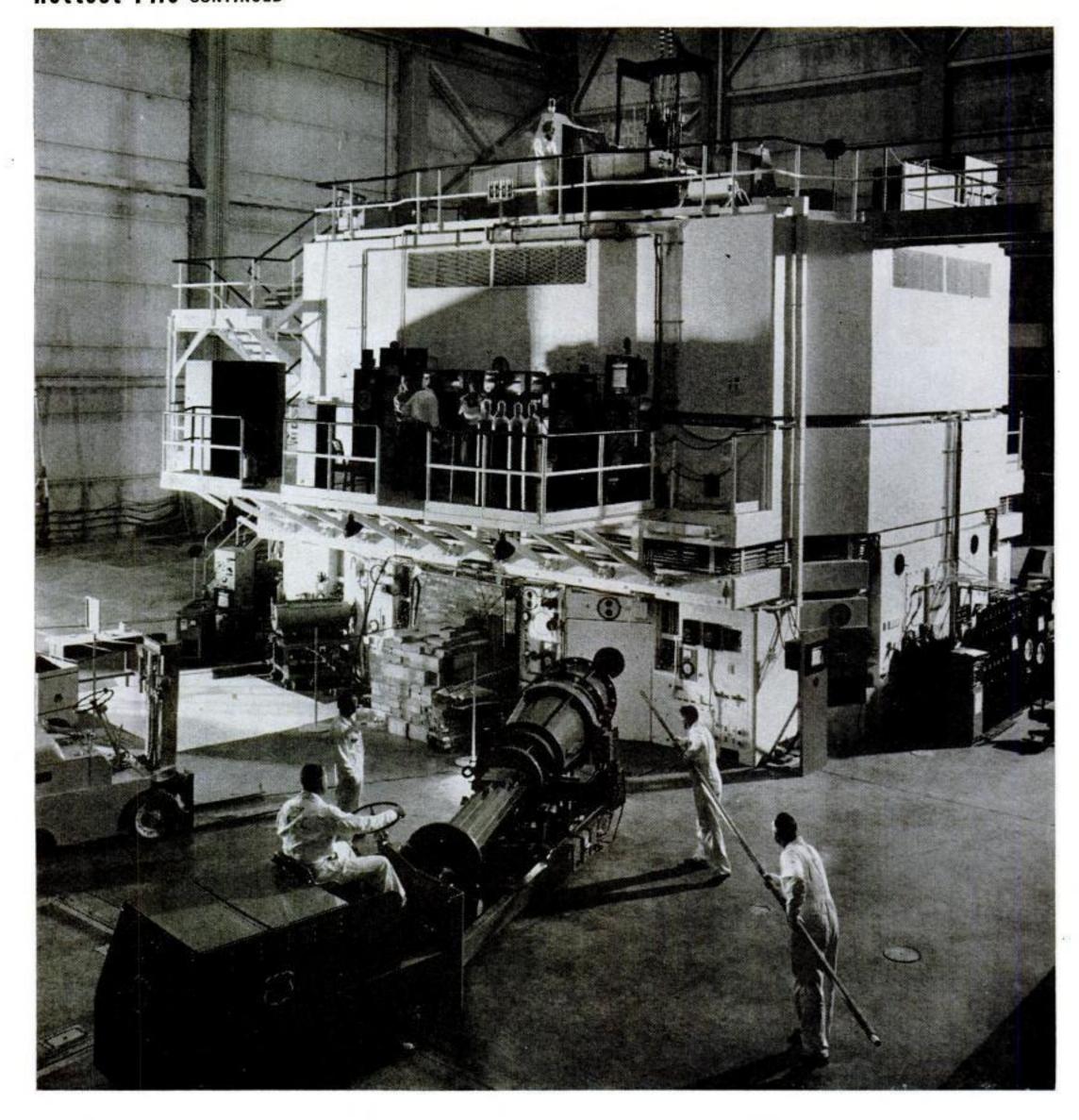
For your free booklet "How to Choose and Use a Paintbrush Bristled with Du Pont 'Tynex' Nylon," write E. I. du Pont de Nemours & Co. (Inc.), Polychemicals Dept. L-9, Wilmington 98, Del.

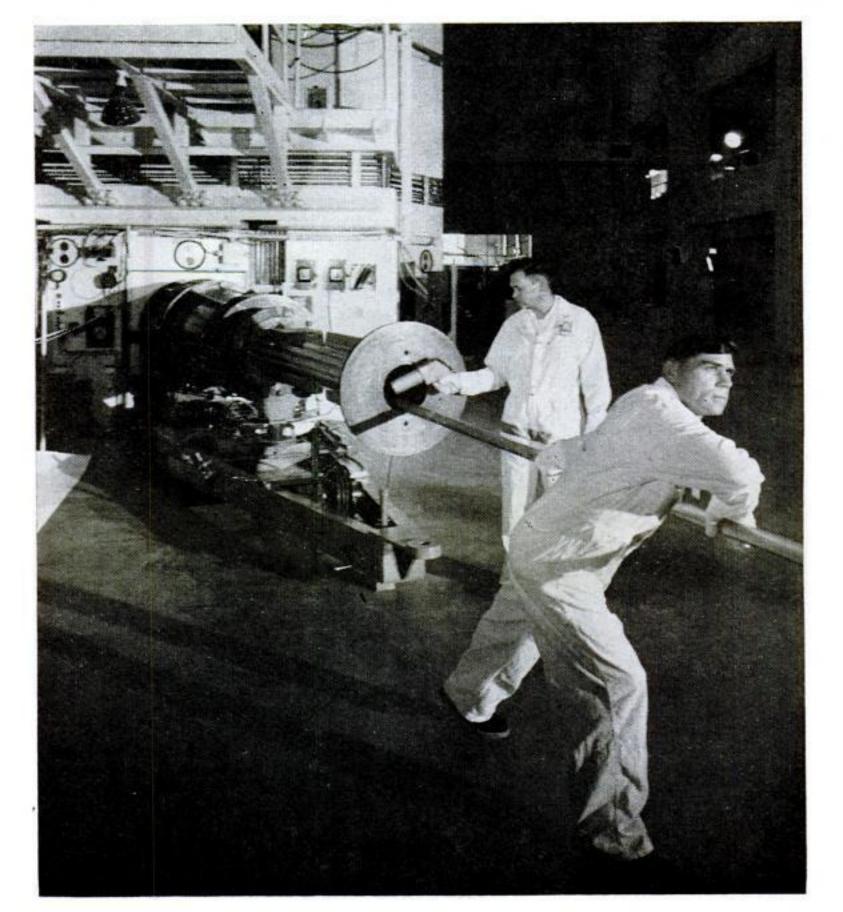
*"Tynex" is the trade-mark for genuine Du Pont nylon bristles

Look for TYNEX nylon bristles when you buy brushes



Hottest Pile CONTINUED





sits above canal (p. 70) looms high over men on floor who with tractor are removing 20-ton cannon-shaped "universal coffin." The coffin is used for withdrawing test samples (below) from reactor interior.

A TREATED SAMPLE is pulled out of reactor through hollow center of "universal coffin" by man using long handling pole. Second man with Geiger counter is measuring amount of stray radiation escaping from coffin.

CONTINUED ON PAGE 75



Only the NORGE Automatic Washer has the Time-Line Control

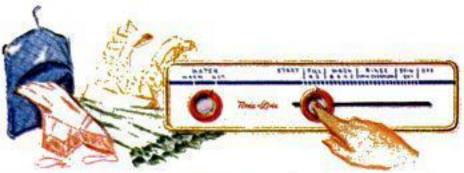


Time-Line—the simplest, easiest-to-use control ever designed...so flexible there's a way to wash everything. Lighted for easy reading, located for easy reaching. Operates automatically from fill to finish—you can skip, shorten or repeat any washing action. Only Norge has the Time-Line Control!

Only **Norge** guarantees* to wash everything better and easier...or your money back!



To wash a full load of regular clothes just push the *Time-Line* Control button once and let Norge do the rest. From "fill" to "finish" everything's automatic. Thorough Norge Wave-Agitation and 5-Way Warm Rinsing get out all the dirt—even sand and greasy grime.



For a partial wash load, set the *Time-Line* Control for only as much hot (or warm) water as you need. From there on, the miracle *Time-Line* will run through exactly the same washing, warm rinsing and spin drying cycles as it does with a full load. And your clothes will come out just as sweet and clean.

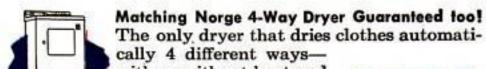


Norge's exclusive *Time-Line* Control makes it easy to launder delicate washables, too. The big, easy-to-read *Time-Line* Control shows at a glance exactly what's happening at any time. Whenever you choose, with a quick push of the button you can skip or shorten (or repeat) any action. What's more, Norge's Wave-Agitation and float-away rinsing are gentler and easier on clothes than hand washing.



Today it's the most-wanted automatic washer in America! Norge plants are working overtime to keep up with the demand. And although many other washers have tried to imitate it, the amazing Time-Line Control remains exclusive with Norge. Let your Norge dealer demonstrate it for you. Safety Spin model AW-450 (stops automat-

ically if lid is raised during spin) \$299.95. Other models from \$199.95.



with or without heat and with or without tumbling. So safe you can even dry electric blankets. Gas or electric models. From \$189.95.

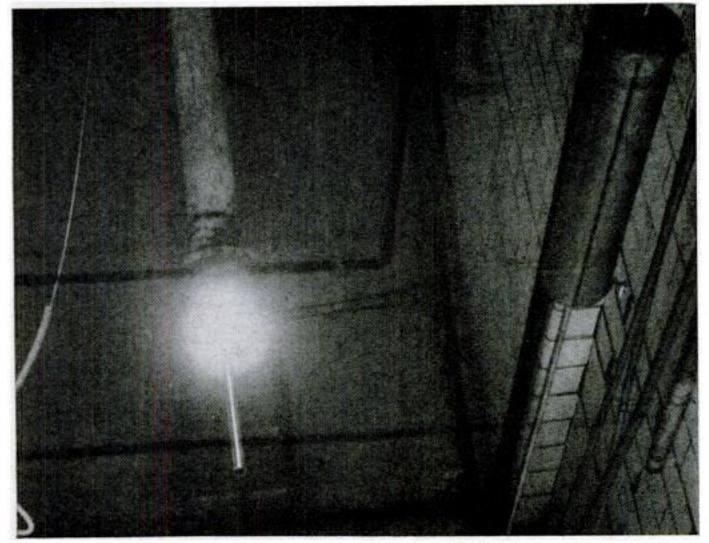


NORGE • • See NORGE appliances at the nationwide showings of National "Pacemaker" Homes

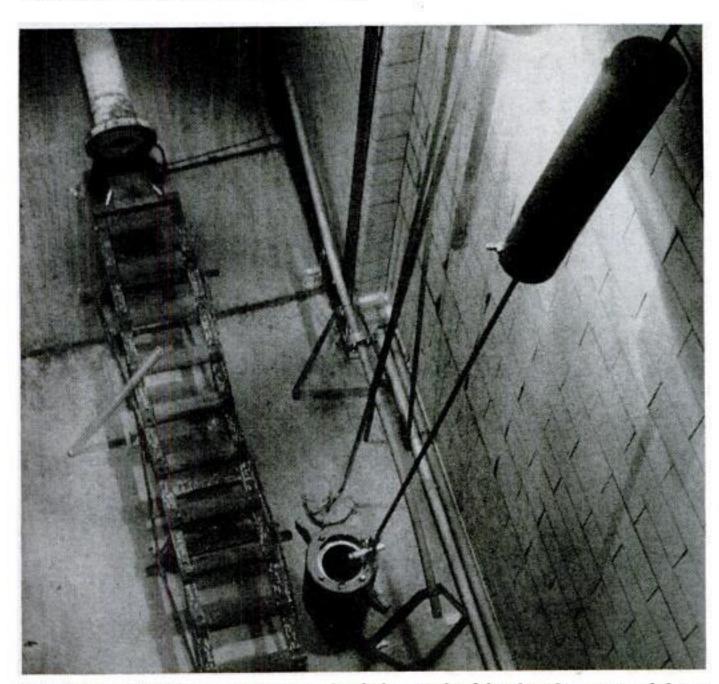
Refrigerators - Home Freezers - Gas and Electric Ranges - Automatic and Wringer Washers - Automatic Dryers - Gas and Electric Water Heaters

DIVISION OF BORG-WARNER, MERCHANDISE MART, CHICAGO 54 In Canada: Addison Industries, Toronto

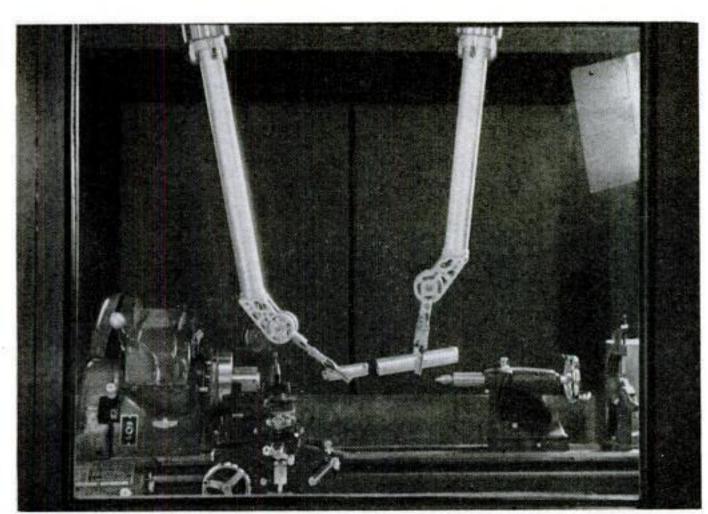
Hottest Pile CONTINUED



apy, is ejected through pipe leading from reactor into water of canal to prepare it for use in hospitals. Cobalt is encased in double aluminum jacket, but rays escape to affect water molecules, produce halo of "Cerenkov radiation."



UNDERWATER TRANSFER of cobalt into lead bucket for removal from water tank is done by remote-controlled metal fingers on end of long bar (right). The fingers have removed pipelike outer aluminum jacket, which lies discarded at left, and are lifting inner container holding cobalt into the bucket.



COBALT SLUG is taken from inner jacket by robot hand (*left*) in a glass-walled vault to which cobalt has been carried in the lead bucket after being pulled out of canal. Hands first open bucket, then put cobalt on automatic lathe which cuts off jacket's end. Slug will be shipped in another lead bucket.

3 ways Telegrams build business



HENRY M. ROSENFELD

"Telegrams to buyers... get attention and results,..."

"In today's fast changing market, we feel telegrams are a necessity," says Henry M. Rosenfeld, of Henry M. Rosenfeld Inc., New York City, one of the great names in the dress industry. "We have used telegrams to buyers to announce all of the 800 major showings of our lines. Telegrams always get attention . . . and immediate results."

"Telegrams give us quick, close contact with our 10,000 dealers."

"Telegrams give us the quick, accurate service necessary for close contact with our 10,000 dealers," says Mrs. Brownie Wise, Vice President & General Manager of Tupperware Home Parties, Orlando, Fla. "They speed news of our special dinnerware promotions, get attention for our new products, help us in a thousand necessary ways. Telegrams helped double our sales last year."



Mrs. Brownie Wise



I. O. Royse

"Up to-the-minute reports to our field men . . . in writing . . . with telegrams."

"Market changes and new prices must reach our 600 field men quickly," says I. O. Royse, General Office Manager of the Ralston Purina Co., St. Louis, Mo. "We've found that telegrams are the best way to get this information to them, quickly and accurately. We couldn't operate our fast moving business without telegrams."

You, too, will find that ...

when it means business
it's Wise
to Wire

WESTERN
UNION

WESTERN
UNION

AUTO-LITE

gives you

Smooth engine performance



To give top performance in today's high compression engines, car makers recommend wider spark plug gap settings.

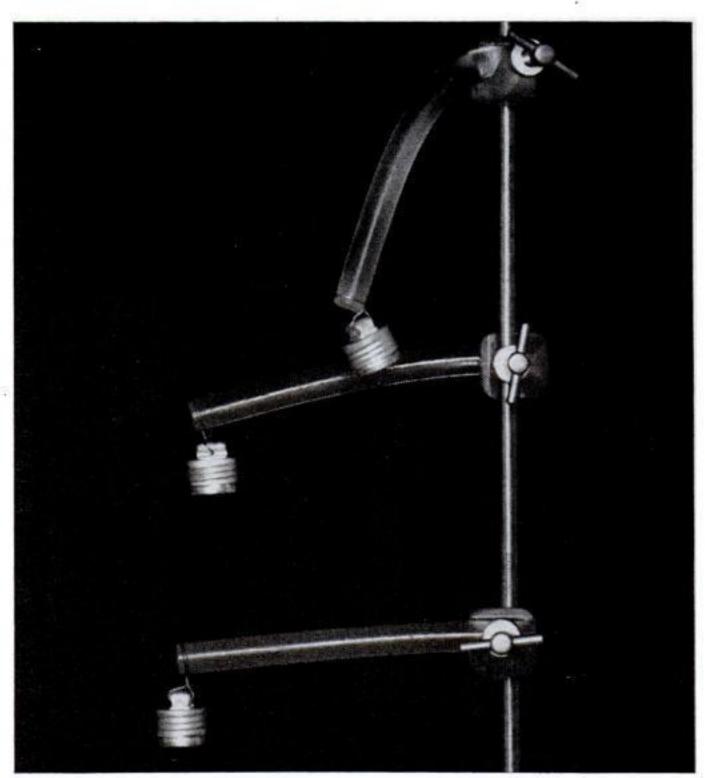
The new Auto-Lite Resistor Spark Plug maintains proper spark gap twice as long, allows your car to operate at peak efficiency at lowest possible cost.

When your serviceman suggests new spark plugs, replace your worn plugs with Auto-Lite Resistor Spark Plugs and benefit from these money saving advantages.

> One of the complete line of Spark Plugs for cars, trucks, tractors, planes and boats.

Manufacturers of SPARK PLUGS, BATTERIES, SEALED BEAM UNITS, WIRE & CABLE, ELECTRICAL SYSTEMS

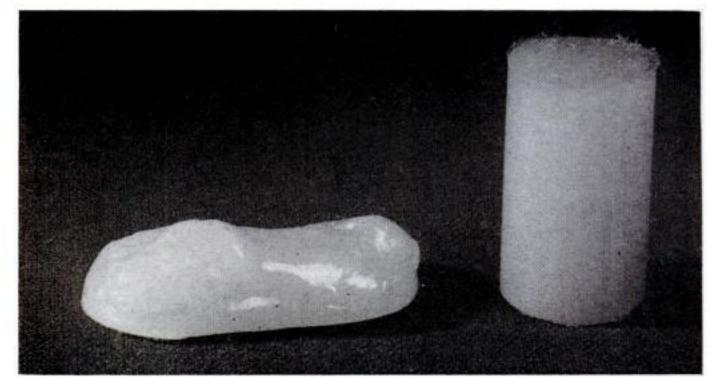
Hottest Pile CONTINUED



ELASTICITY TEST on weighted bars of polyethylene shows how bars given light and medium radiation doses bend at 302°. Heavily irradiated bar is stiff.

RAY-INDUCED REACTIONS PROMISE CHEMICAL MIRACLES

The bizarre opportunities suggested by the radiation experiments at MTR are being avidly, if quietly, followed by U.S. industrialists, who are looking ahead to the day when their own reactors go into operation and who have already sent many samples to MTR to be tested. Although the atom may revolutionize the food-canning and electric power industries, radiation's most exciting portents lie in the hope that in the hot, ray-filled interiors of reactors scientists may be able to work miracles of chemistry hitherto impossible. In pioneer studies now going on at MTR and in other labs, both private and governmental, radiation is proving actually capable of transforming certain materials-notably plastics-into entirely new materials with amazing properties. One of these, polyethylene plastic, is normally white, waxlike and easily melted. When exposed to a small dose of radiation it retains its strength and elasticity, even at high temperatures, then when irradiated further becomes stiff and glasslike (above). General Electric, using another method of production, has already begun selling this new material as a tape to be used for insulation. Irradiated polyethylene thus becomes the first of a vast array of useful, ray-induced products which may someday range from unbreakable heat-resistant bottles to girderless, cellophanelike houses supported only by ray-toughened strips in their own skin.



MELTING TEST on chunks of polyethylene heated to 248°F. reduces ordinary sample (left) to formless blob, leaves irradiated sample in original shape.



the only set
with every
big improvement
since TV began...

again brings you
the BIG news
in television....

Now, for '55.



Above, BIG LOOK Console Model 21K21, with Extended Area 21-inch aluminized tube, \$329.95, including excise tax and warranty. Prices slightly higher South and West, UHF optional, extra. Subject to change without notice.

Motorola TV introduces the

... that makes the big difference!

There's a new look in television today! Only Motorola has it. It's the BIG LOOK... and what a big difference it can make in television enjoyment! A bigger, brighter screen... a bigger, sharper picture... a bigger, more powerful chassis—these are just a few of the big extras

value in other ways, too. More beautiful cabinetry... more rugged reliability... more lasting pleasure-in-use! Better see new BIG LOOK Motorola TV at your dealer's now. It's television with a big difference!

you get in the new BIG LOOK Motorola TV. Bigger

NEW BIG LOOK PICTURE



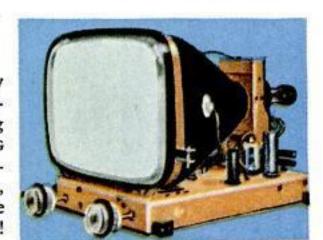
with Giant "Extended Area" Screen—World's Largest!

Motorola's BIG LOOK, size for size, gives you the biggest picture ever achieved on any television screen! A brighter picture, too, with new aluminized tube. Motorola's Lifetime Focus never needs adjusting . . . keeps picture quality sharp and clear. Better see the big difference the BIG LOOK makes!

BIG LOOK PERFORMANCE

with new, bigger, stronger '55 Power-Drive Chassis!

Here's Motorola's sensational new Power-Drive chassis. Radically advanced, with stepped-up signal-pulling power. Brings in sharper, stronger, BIG LOOK pictures. New Automatic Picture Control keeps them steadily clear, contrasty, brilliant. It's the dependable performance only Motorola can give!



MODERN/SLANT STYLING!

Only Motorola TV gives the combined advantages of new BIG LOOK picture, new decorator-styled cabinetry, plus new Glare Down/Sound Up design! See at right how the tinted Glare Guard screen deflects glare down...how the tilted Golden Voice speaker directs sound up! See why new BIG LOOK Motorola TV is the BIG BUY in modern television!



The BIG LOOK in Color!

Enjoy the modern miracle of color on Motorola Color TV. America's first BIG-PICTURE color television at a NEW LOW in price! Better see Motorola Color TV today!

Better See

Motorola Itw

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WORLD'S LARGEST EXCLUSIVE ELECTRONICS' MANUFACTURER



JOIN YOUR GROCER IN THE

Star-Kist Tuna-Egg JAMBOREE

Try this

Star-Kist Tuna-Egg Casserole

and

- Star-Kist Tuna Souffle
- 🗘 Star-Kist Tuna Fondue
- Star-Kist Tuna-Rice Loaf
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All 6 Recipes

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Star-Kist Tuna-Egg Recipes

BUDGET-BALANCING AND EASY AS A TWIST OF THE WRIST

It's only neighborly for Star-Kist to pass these money-saving, easy and elegant recipes along to you. And, good cook that you are, when you make them you'll use only ranch-fresh eggs and mild, delicately flavored Star-Kist Tuna! These recipes are rich in nourishment, too, because Star-Kist Tuna is a wealthy source of protein, vitamins and minerals!

America's Best in Flavor Tests!



SHOOTING UPSET

Rival's handicap helps winner, 14

In trapshooting, the better a shooter gets, the harder it is to keep on winning. Last year Evelyn Primm of Gardena, Calif. (below) was so successful shattering targets she became the first and only woman in trapshooting history with a 25-yard handicap. Last week, in the Grand American Handicap at Vandalia, Ohio, Mrs. Primm shot at the whizzing (50 mph) disks from the 25-yard mark, farther out than any other woman. The distance proved her undoing. Shooting from 22 yards, Dianne Williamson (right), a 14-year-old from Compton, Calif., broke 95 out of 100 targets to win the women's championship. This was the year for 14-year-olds. Nick Egan, 14, of New York outshot 2,009 competitors to win the grand championship.



INTENT WINNER, Dianne Williamson, used man-size, 12-gauge shotgun given her as birthday present by parents.



RELAXED LOSER, Evelyn Primm, 30, a former fashion model, leaves the firing line with one of the four guns

she used during the week-long competition. Because of the heat she discarded shooting jacket, fired in shirt sleeves.





"IT REALLY WORKS," SAYS

Joanne Dru



Joanne Dru relaxing at her Encino home. Says Joanne, "I can sincerely recommend Ayds to anyone who wants to have a lovelier figure."



Joanne loves to play the piano. "The Ayds way is really no effort at all but it does a top job for me," says Joanne. It can do the same for you!

No Drugs...No Diet...Results Guaranteed! Excess weight may ruin your health and your looks, too. Lovely movie stars lose weight the Ayds way—why not you? In fact, you must lose pounds with the very first box (\$2.98) or your money back!

Proved by Clinical Tests. With Ayds you lose weight the way Nature intended you to—without dieting or hunger. A quick natural way, clinically tested and approved by doctors, with no risk to health. With the Ayds Plan you should feel healthier, look better while reducing—have a lovelier figure.

Controls Hunger and Over-eating. When you take Ayds before meals, as directed, you can eat the foods you like. No starvation dieting—no gnawing hunger pangs. Ayds is a specially made, low calorie candy fortified with health-giving vitamins and minerals. Ayds curbs your appetite—you automatically eat less—lose weight naturally, safely, quickly. Ayds is guaranteed pure. Contains no drugs or laxatives.

New Loveliness in a Few Weeks.
Users report losing up to ten
pounds with the very first box
Others say they have lost
twenty to thirty pounds
with the Ayds Plan.



SLIM THE WAY THE STARS SLIM

Shooting Upset CONTINUED



AT THE MARK, Mrs. Primm gets set to shoot from the distant 25-yard line. She broke only 82 of 100 disks. Her average score is 98 targets out of 100.



AT MOMENT OF TRIUMPH, Nick Egan is congratulated after beating two adults in a shoot-off. Though an amateur, he won \$6,000 in prize money.



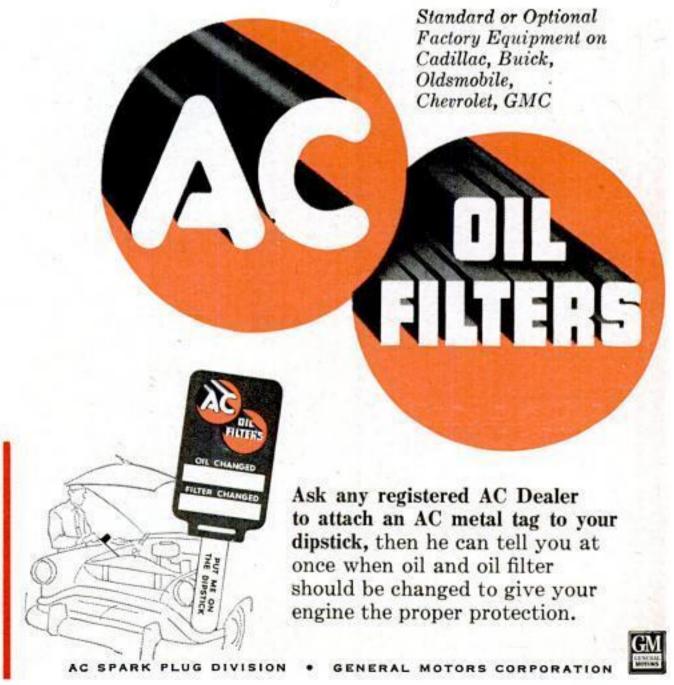
RESCUE your car with ...

The fellow you see staring at you from this page is the new AC Sludgehound . . . symbol of the tremendously important "rescue work" which is the daily job of AC Oil Filters everywhere.

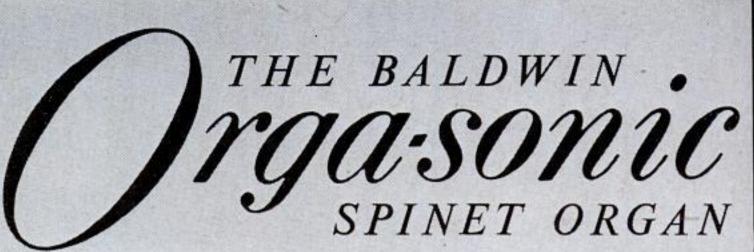
Each year AC Filters literally rescue millions of cars from the damage that can be done by carbon, grit, dirt and sludge. AC Oil Filters have actually filtered out as much as 1½ pounds of injurious matter in 5,000 miles. So you see, regular changing of your AC Oil Filter saves you repair bills, keeps your oil clean all of the time, keeps your engine quiet, keeps it easy on gas and oil.

Remember the Sludgehound's friendly advice. Ask your Registered AC Dealer to check your oil filter each time he changes your oil . . . and change the filter every 5,000 miles. There's an AC Oil Filter for nearly every make of car and truck.





COME IN, IT'S





8 reasons why the Orga-sonic gives you most in value of any home organ you can buy

- 1 No complicated gadgets or systems to learn...no guessing...all controls are standard and clearly marked.
- 2 An infinite number of musical tones and sounds... organ, orchestra, dance band...at the flick of a finger.
- 3 No long learning; greater ease in playing. Play for hours, and relax while you play.
- 4 Exclusive, patented action touch for instant, smooth organ response.
- 5 All four basic families of organ tone assure true organ flexibility.
- 6 Play "mellow" as an organ, then switch to "bright" for brilliant, syncopated dance music.
- 7 You can produce the "voice" of reed or string instruments...saxophone, horns, flute, oboe, strings.
- No special installation. Simply plug into house current and your Orga-sonic is ready to play.

Your nearby Baldwin dealer* can deliver an Orga-sonic spinet organ for as little down as \$148^50 Liberal terms. Slightly higher at distant points. State and local taxes, if any, are extra.

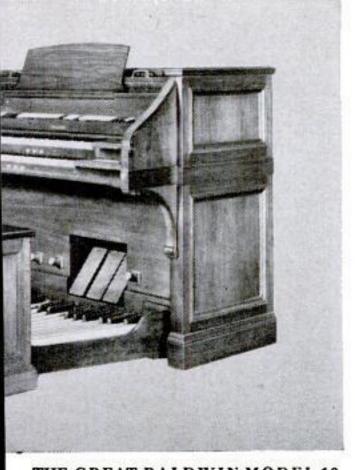
THE BALDWIN PIANO COMPANY . CINCINNATI 2, OHIO

DEMONSTRATION MONTH at your BALDWIN DEALER!

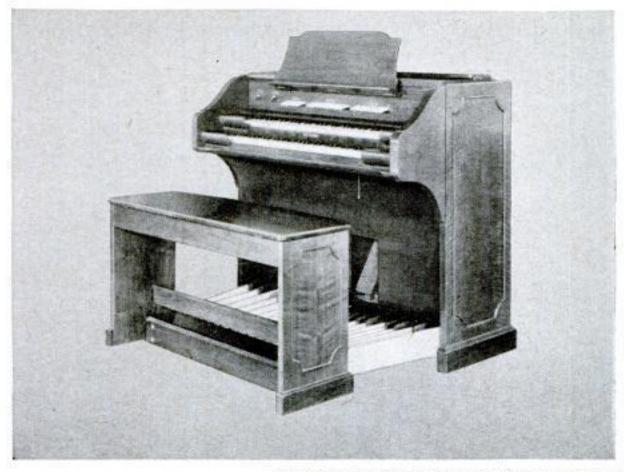
SEE...today's most revolutionary instrument HEAR...Organ! Orchestra! Dance band! All in one! PLAY...this new, superlative home organ that's EASIEST OF ALL TO PLAY!

Come in...find out first hand what a new world of musical enjoyment this newest electronic home organ brings to you...and your family! For here is a new experience in music. Tone perfection undreamed of in a small home organ until Baldwin created the Orga-sonic. Versatility that gives you practically the entire span of musical sound...at your fingertips. And ease of playing unrivalled by any other

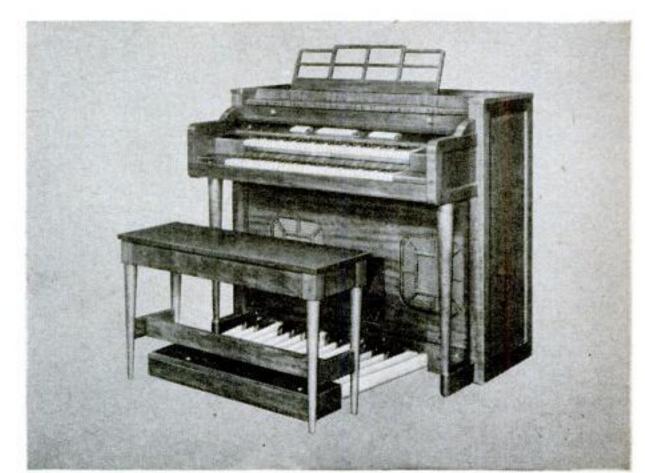
home instrument at any price! For the Orga-sonic is unbelievably simple. Fifteen minutes at the keyboard and you are enjoying rich organ voices...orchestral tones—dance band brilliance. See for yourself. Visit your Baldwin dealer during Orga-sonic Demonstration Month. See how easy your Orga-sonic is to own...how quickly these new horizons in music can be yours for a lifetime of pleasure.



THE GREAT BALDWIN MODEL 10



THE GLORIOUS BALDWIN MODEL 5



THE NEW BALDWIN MODEL 45

BALDWIN, master of organ makers, builds an electronic wonder-instrument for every need...and every budget

In electronic organs, as in pianos, Baldwin is the acknowledged leader. Not alone in the qualityperfection of each of its instruments, but in the wide variety for every taste...the superlative quality for every need and every price requirement...ranging from the Orga-sonic, especially designed for the family home, to larger instruments of cathedral volume and versatility. Ask to see, hear and play the Baldwin model of your choice during Orga-sonic Demonstration Month.

> *To find your Baldwin dealer, look for "Baldwin" under the ORGAN or PIANO classification in the yellow pages of your 'phone book.

BUILDERS OF: BALDWIN GRAND PIANOS . ACROSONIC SPINET PIANOS HAMILTON VERTICAL PIANOS . BALDWIN AND ORGA-SONIC ELECTRONIC ORGANS

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Bald	an Division Iwin Piano Company, Dept. L-94 cinnati 2, Ohio
	ould like to visit my nearest Baldwin dealer during Orga-sonic nonstration Month. Please send me his name and information
	Baldwin's Orga-sonic Spinet Organ
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Add	ress
City	

FROM THE HANDLES of the vase Gorgons grimace, snakes

encircling their arms. Gorgons

A RARE VASE REASSEMBLED

Tomb in France yields beautiful Grecian relic

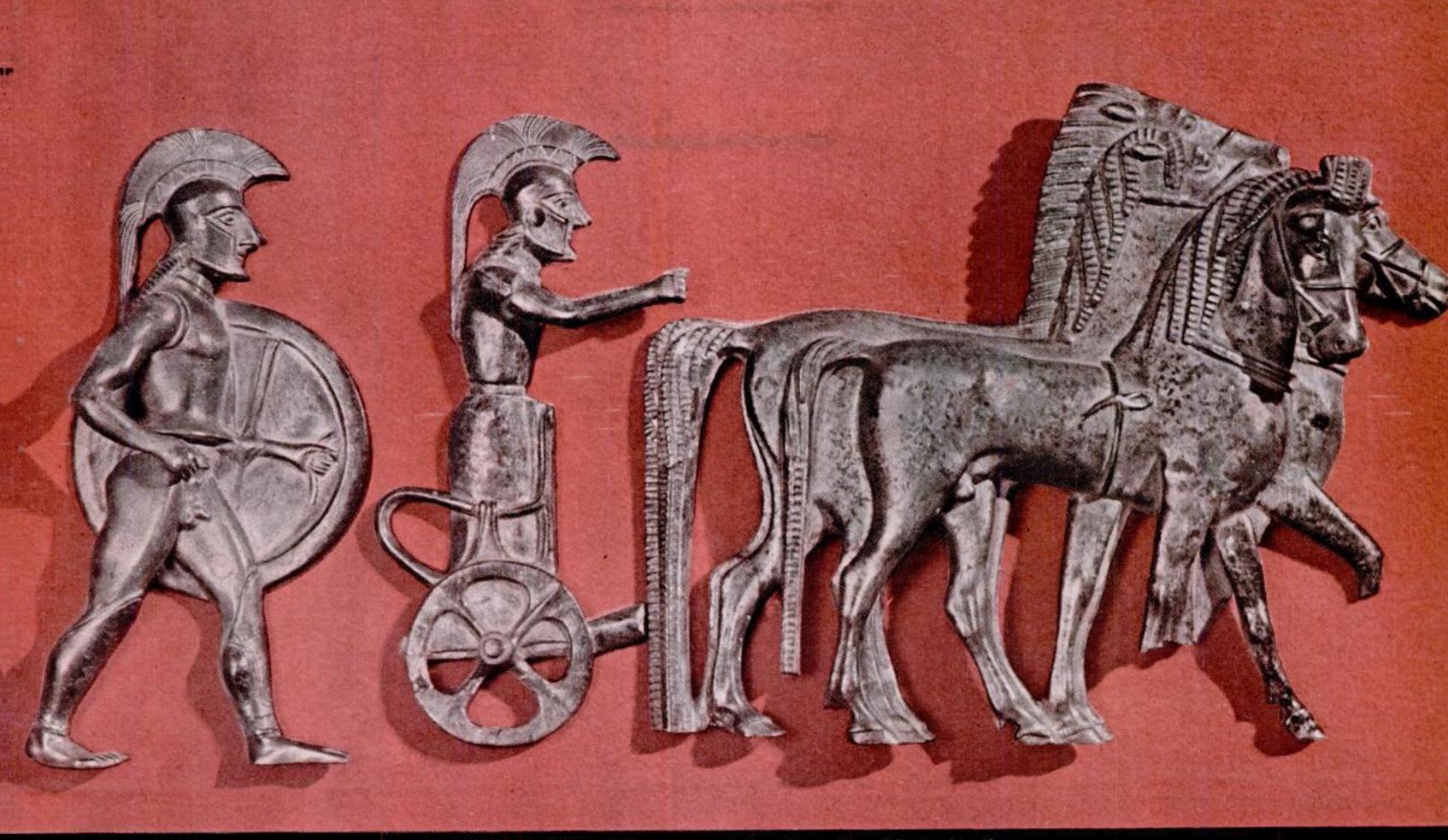
As they spread through central and western Europe in the Sixth Century B.C. the primitive Celts found little opportunity to develop artistic ability of their own. But they were avid collectors of the works of archaic Greek and Etruscan craftsmen, acquiring them from traders traveling the landways of Europe.

Though graves have yielded many relics of these Celtic collections, by far the most valuable has been uncovered in eastern France by an archaeologist named René Joffroy. Excavating a tomb, Joffroy and his assistant came upon the largest Greek vase ever discovered. The vase, technically called a crater, had been crushed by the rubble which buried it, and its decorative figures had been broken. Recently pieced together, the restored bronze vessel stands below, with details of its beautiful ornamentation shown in the other pictures. The urn, probably used to hold wine, stands over five feet high, formed part of the burial treasure of a 30-year-old princess or priestess. Though a large price has been offered for the urn, it has been given to the little town of Châtillon-sur-Seine, near where the treasure was found.



THE VASE ITSELF, shown with ornamental figures in their original positions, weighs 441 pounds. Vase was recently exhibited at the Louvre in Paris.

ON THE LID stood a young girl in bronze, 7½ inches high. Its purity of design, simplicity of style, make the statue a fine example of archaic Greek art.



ALONG THE FRIEZE of the urn repeated motif was formed by hoplite (foot soldier) and charioteer. The soldier's lance, charioteer's reins have vanished.



BENEATH THE SCROLLS of the handles stretched bronze lions, each with its tail between its legs. Lions, shown in position at left, helped support handles.



— that insures medically correct sleep posture for back and body...holds the entire sleeping surface firm from edge to edge...guarantees extra years of full-width, sag-free comfort.

Around the 4 edges of every Springwall Mattress is a wall of 12 resilient-steel anchors. This edge construction—exclusive with Springwall—introduces you to revolutionary advances in mattress comfort.

It holds the entire sleeping surface firm as never before—sag-free firm not only at the edges, but sag-free firm from edge to edge.

Because of this invention, famous Snell Laboratories rate Springwall Mattress first—in tests of 4 leading brands!
Insist on a genuine Springwall.
At your bedding dealer's, from \$49.50.

FREE Sleep Booklet—"What Does The Doctor Say." Write Springwall, Box 157, N.Y. 46.





GUARANTEED FOR TEN YEARS AGAINST STRUCTURAL DEFECTS

FAMOUS 4-MATTRESS TEST - Snell Laboratories tested 4 leading brands. Chart shows Springwall rates first on every factor for relaxing sleep - as specified by hundreds of physicians.

LOOK FOR SPRINGWALL ON THE LABEL-EXCLUSIVE WITH THESE GREAT BRANDS:

ECLIPSE Springwall - ECLIPSE SLEEP PRODUCTS, INC., New York, N. Y. - Los Angeles, Cal.

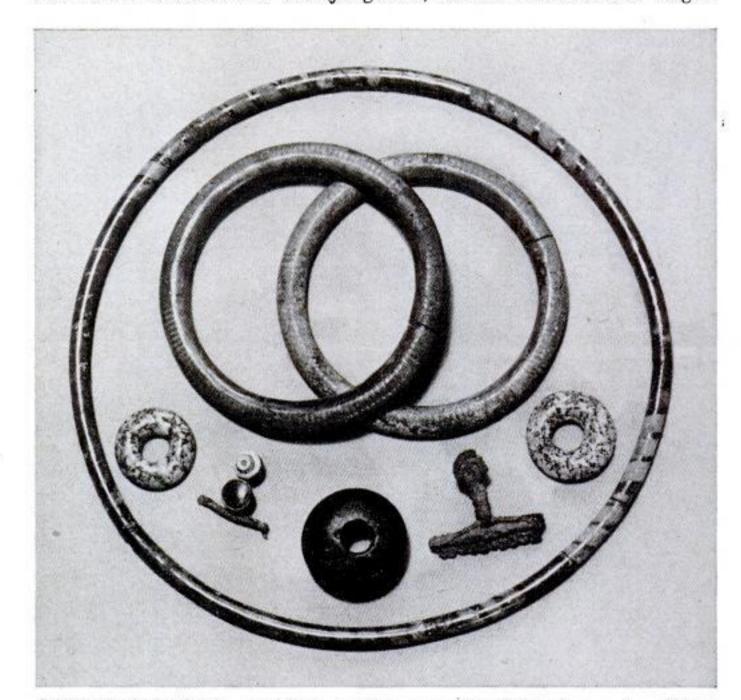
SOUTHERN CROSS Springwall - SOUTHERN SPRING BED COMPANY, Atlanta, Ga.

KING KOIL Springwall - THE UNITED STATES BEDDING CO., St. Paul, Minn.

TIGER BRAND Springwall - HAGGARD & MARCUSSON CO., Chicogo, III.



DISINTERRED VASE lies on the edge of the pit where the excavators unearthed it. The base of the vase (foreground) broke off under earth's weight.



CELTIC JEWELRY—necklace, anklets, a couple of brooches and necklace beads—was found in same tomb, helping prove that owner of urn was Celtic.



TOMB EXCAVATOR René Joffroy (center) stands with his assistants in the muddy seven-foot hole. Water was pumped out of it to allow them to dig.



Lee Clothes: most comfort and wear for your money

The work you do, the sports you enjoy demand the best-built, longest-wearing clothes you can find. Look for the Lee label when you buy.

Specially woven, strength-tested fabrics go into all Lee Clothes. And a wide range of "Tailored Sizes" guarantees you comfortable, non-binding fit.

It takes extra time and effort to make Lee Clothes better—but it's the only way we know to give you the wear and comfort you never find in cheaply made clothes.

Smartly tailored Lee Chetopa Twill Matched Shirts and Pants; famous Lee Riders, authentic western style blue jeans; Lee Jelt Denim Overalls and Dungarees. All Sanforized. Each a great value. Your Lee dealer can fit you. The H. D. Lee Company, Kansas City, Missouri.









ACTUAL SIZE

New!

Big economy size



Feeds five splendidly for only 12¢ a serving

(Also available in regular size)

BIG GAME. Hunt up a pencil and join these dots with lines. Huzzah! You'll see Tony, the famous Sugar Frosted Flakes tiger, showing how ferociously fond he is of a new kind of breakfast that's fun to eat. Tony the Tiger says: "Gr-r-reat!" Smart folks will finish this picture with a spoon. Their starting point is the flavor of these bigger, crisper flakes of corn that sparkle all over with Kellogg's secret sugar frosting. Gr-r-reat!

Kellogg's SUGAR FROSTED FLAKES



ALL IS WELL as Woody clutches a Popsicle and munches away eagerly. Always hungry, she grows noticeably irritated when the children eat near her without offering a tidbit.

The Paws That Refreshes

A WOODCHUCK HAS POPSICLE TROUBLE

Of all the woodchucks in the world the most pampered is a young female with the incongruous name of Woody, who lives beneath the front porch of the Pecha house in Eau Claire, Wis. Adopted in infancy by Mrs. Pecha, who took her in after her mother had been killed, Woody was given milk from a doll's bottle. At six weeks Woody decided to make a home of her own, dug a burrow beneath the front porch. But she continues to have the run of the house. Each morning Woody appears promptly for breakfast, which may consist of pecans, cucumbers, milk, jam sandwiches or cereal left behind by the four Pecha children. But best of all, Woody likes the homemade Popsicles Mrs. Pecha occasionally prepares, gobbles them up with as much delight and difficulty as a 2-year-old. During the day Woody may nibble on the petunias in the garden, play with the children (p. 94) or forage for materials to pad her nest (p. 97).

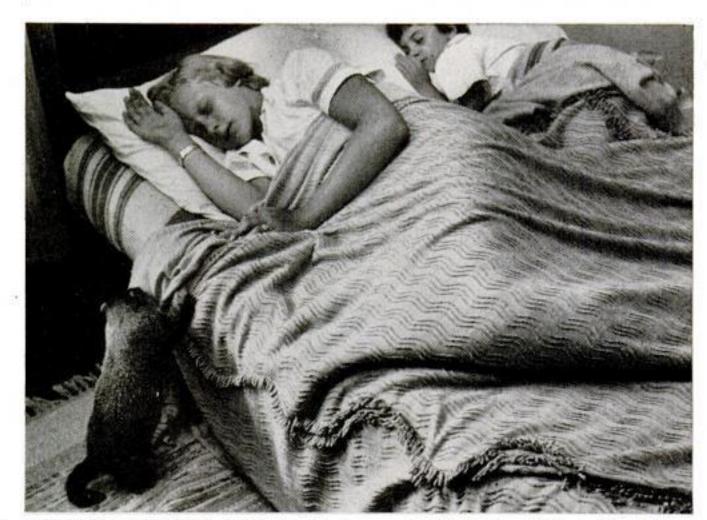


SHE DROPS IT as she begins to feel the cold, which she does not like, and looks baffled. Later she flopped down on all four paws and finished the Popsicle off on the floor.

WOODCHUCK CONTINUED



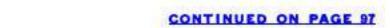
A GAUDY SOMBRERO is sported by Woody as she does woodchuck waltz, accompanied by Victoria Pecha on accordion, brother Benedict on clarinet.



AN ANXIOUS TUG at the blankets covering Victoria and her sister Renee helps waken them in the morning so a hungry Woody can have her breakfast.



A PROBING PAW tries to pry pecan from Mr. Pecha's mouth. Woody liked peanut butter until too big a bite gummed up her mouth and frightened her.





NESTLE'S Quik!

NO BEATING NO SHAKING JUST GREAT CHOCOLATE DRINKING!



lt's instant! Just add 2 heaping teaspoons of QUIK powder to your glass of cold milk. Look, it dissolves right away!



No beat or shake! Just a quick stir and it's ready. QUIK stays mixed, stays chocolaty all the way down, never separates.



©1954 The Nestlé Company, Inc.

A delicious chocolate treat! Only Nestlé's QUIK has such creamy consistency, rich smooth chocolate-bar flavor. Delicious!



KING SIZE and REGULAR...

Old Gold promises just the relaxing pleasure of fine and friendly tobaccos!

ENJOY A TREAT INSTEAD OF A TREATMENT! Made by Lentherd a famous name in tobacce for nearly 200 years



TODAY IS THE DAY to turn to Old Gold and take comfort in this fact: Ever since 1760 the makers of Old Golds have provided millions and millions of people with the relaxing pleasure of fine

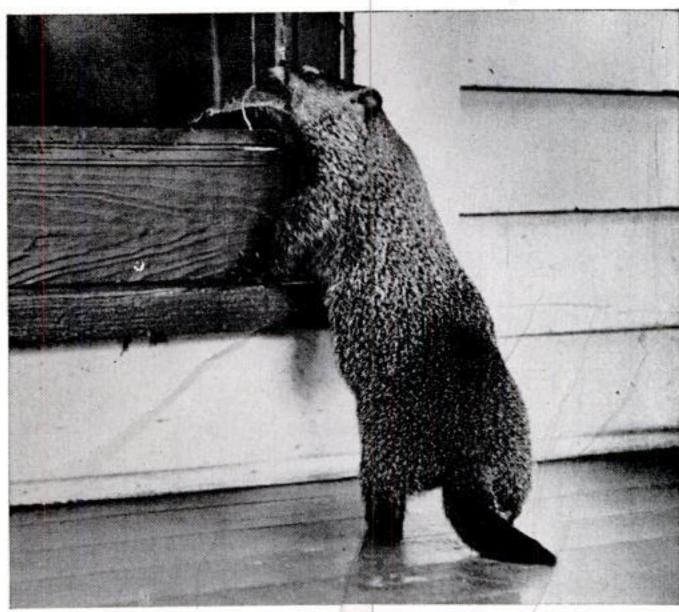
and friendly tobaccos—that's almost 200 years of honest and respected tobacco craftsmanship! In both king size and regular . . . Old Gold is a brand you can trust . . . a treat you can trust.

Crown it king of meats with this livelier catsup



Copyrighted material

HOLES LEAD TO HANDOUTS



THROUGH SCREEN DOOR, in which she clawed a hole, Woody nuzzles her way into house. Sometimes she forgets hole, scratches at screen instead.



UNDER THE PORCH crawls Woody, using her original burrow. She takes morning and afternoon naps there, spends days inside when weather is bad.



INTO THE WALL she disappears via a tunnel opening into cellar. Besides these holes she has several others leading into the hospitable Pecha house.

CONTINUED ON NEXT PAGE

Like having a handy-man to do your heaviest chores!



From basement to attic, you'll find your Regina Polisher a "strong right arm" that takes over the jobs you like to do the least! At the touch of your finger-tips, the versatile Regina scrubs linoleum, asphalt tile, plastic super-clean. It waxes and polishes all your floors...buffs them to a jewel-like lustre, a lasting protective finish. With its high-speed twin brushes, the Regina will save you hours of back-breaking labor month after month. Another important reason for owning a Regina—your pride in having sparkling-beautiful floors...floors that tell the world what a wonderful homemaker you are!

Regina waxes and polishes furniture, too!
Fairly floats over table tops, book shelves, desks, etc. New rug-cleaning attachment (optional) for professional results at home. No more brushing in cleaners by hand! Saves time, money.

Completely Equipped with

- 2 Scrubbing Brushes
- 2 Polishing Brushes
- 2 Reversible Buffers
- Optional 25-piece Reconditioning Kit for sanding and refinishing.

SEND TODAY FOR FREE INFORMATIVE BOOKLET
The Regina Corporation, Rahway 1, N. J.

☐ Please send me free booklet on Regina Polisher and Scrubber.

☐ Please send name of nearest dealer.

Name____

Address_____

IN CANADA: SWITSON INDUSTRIES, LTD., WELLAND, ONTARIO.

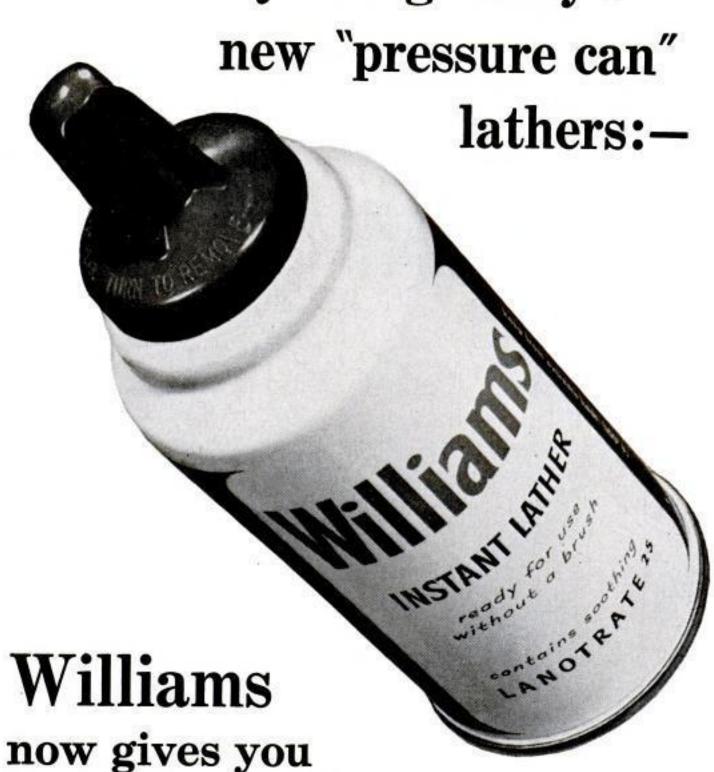
Made by makers of Regina City______Zone_____.

Electrikbroom — lightweight vac-

uum for daily use.

Ask your dealer for a demonstra-

tion of Regina Polisher & Scrubber.



an instant lather with Nature's own "SKIN SMOOTHER" BUILT IN!

For hundreds of years skin specialists have known that nothing in nature equals lanolin (found only in the wool of sheep), as a skin conditioner. The softness, smoothness, and quick healing of the skin on woolhandlers' hands told them that.

So efforts have long been made to blend lanolin into shaving preparations, so it could work its wonders on the inevitable "roughing up" your skin takes from the sharpest razor. But no way could be found to combine enough pure lanolin with shaving cream ingredients to be completely effective.

Williams' discovery—Lanotrate²⁵ —revolutionizes shaving

LANOTRATE ²⁵ is the Williams name for an extract of lanolin which concentrates its magic skin-smoothing elements 25 times.

In this concentrated form even a small amount of Williams Instant Lather carries enough lanolin to your face to smooth the way for your razor, and leave your face feeling softer, more fit and supple,

All three with LANOTRATE25

Lanotrate 25 is found exclusively in Williams Shaving Creams. Williams Instant Lather. Williams Luxury Lather and Williams Brushless Glider.
The J. B. Williams Company, Glastonbury, Conn.



A full 3 months' supply! Lanolin in its richest form, lanolin actually concentrated 25 times in new Williams Lanotrate²⁵ Instant Lather

younger looking. With regular use, Lanotrate 25 helps protect your skin against excessive dryness, daily blade scrape; yes, even against hot and cold weather conditions.

Today start enjoying these skincomforting benefits—enjoy a truly kind-to-your-skin shave at last with Williams Instant Lather. A longlasting supply costs but 79¢ (no more than ordinary "pressure can"? lathers) wherever toiletries are sold.



WOODCHUCK CONTINUED

SHE PADS A NEW BURROW



STEALING A SOCK from one of the Pecha children, Woody drags it from the kitchen door and heads toward a new burrow she is building in a woodpile.



WRAPPED UP IN HER WORK, she struggles for a grip on the stolen sock which has wound itself around her head and momentarily blindfolded her.



NEW BURROW is in a neighbor's woodshed. Stolen sock hangs from stick as Woody busies herself with burrow. She also stole blouse for lining burrow.

Now you see them...



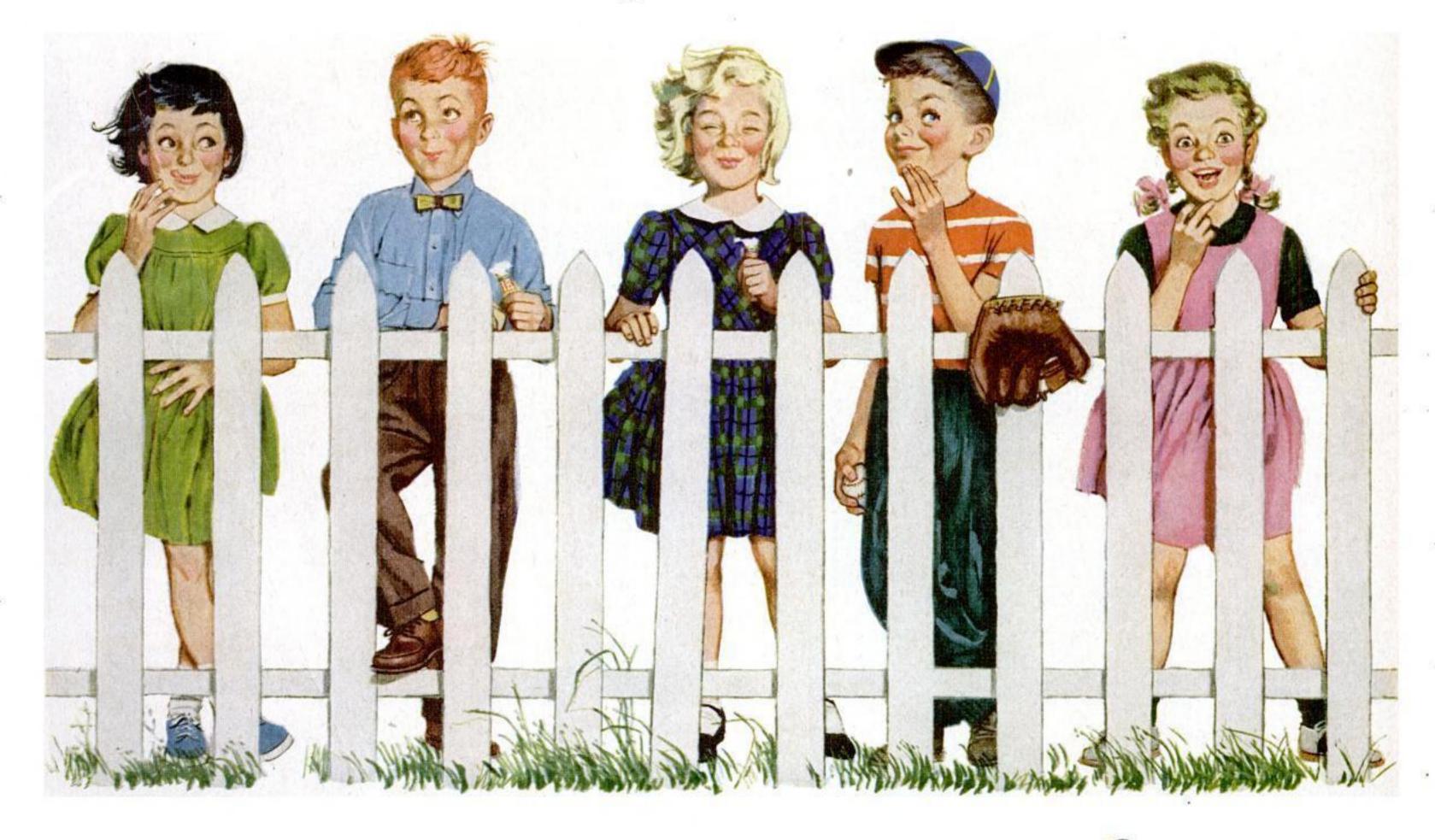








Now you don't!



The candy with the hole

THE TRADE-MARK "LIFE SAVERS" IDENTIFIES "THE CANDY WITH THE HOLE" MADE EXCLUSIVELY BY LIFE SAVERS CORPORATION IN U. S. A. AND AFFILIATES THROUGHOUT THE WORLD.



FOR ALL THAT'S NEW



Here now from G.E.-advances in electronics and design never before offered at any price! New G-E Ultra-Vision Lo-Boy-style sensation for 1955. New G-E Fine Furniture Series! TV's largest 21-inch tube! Superb G-E sound-truest in TV. The picture voted best 7 to 1...now clearer and sharper than ever! See G-E in action next to any other make-then decide side-by-side! General Electric Co., Radio & TV Dept., Electronics Park, Syracuse, N. Y.

New G-E Fine-Furniture series for every room style



· Fruitwoods, mahoganies, walnut, maple, limed oak - mastercrafted cabinets that praise your furnishings and color scheme. Designs for every period-traditional, contemporary, modern ... finishes for every decor. And these fine-furniture instrumentswith TV's clearest picture-compare with ordinary sets in price.

> New prices from \$149.95

 More features . . . more value . . . better performance than ever! New area control switch...G-E Super Cascode Tuner...automatic brightness control...greater picture clarity and picture area, truer sound. At your dealer's now-the best deal in town! Big-screen G-E "Pacer," far left, only \$149.95. Full-size 21-inch G-E "Pacer," left, in Cordovan-\$179.95. In Mahoganywith famous G-E Aluminized Tube -\$199.95. Bases at slight extra cost.

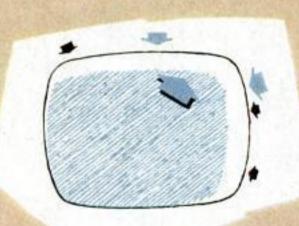
Prices include Federal Excise Tax, one-year warranty on picture tube, 90 days on parts. Prices subject to change without notice.

General Electric Comedy Theatre presents "THE RAY MILLAND SHOW" Television — CBS — weekly

WHICH TV?

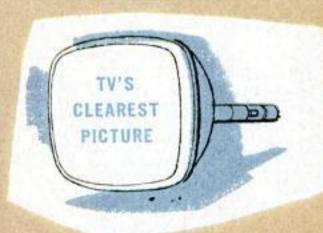


See G-E...Voted Clearest Picture 7 to 1!



TV'S BIGGEST 21-INCH PICTURE

Some so-called 21-inch tubes show no more than 220 square inches of picture; G-E gives you up to 262. See 'em all side-by-side before you buy any set!



FAMOUS G-E ALUMINIZED TUBE

Pioneered and perfected by G.E.! With up to 100% more contrast, more brightness. Crisp detail ... blacker blacks, whiter whites -clearest picture of all.

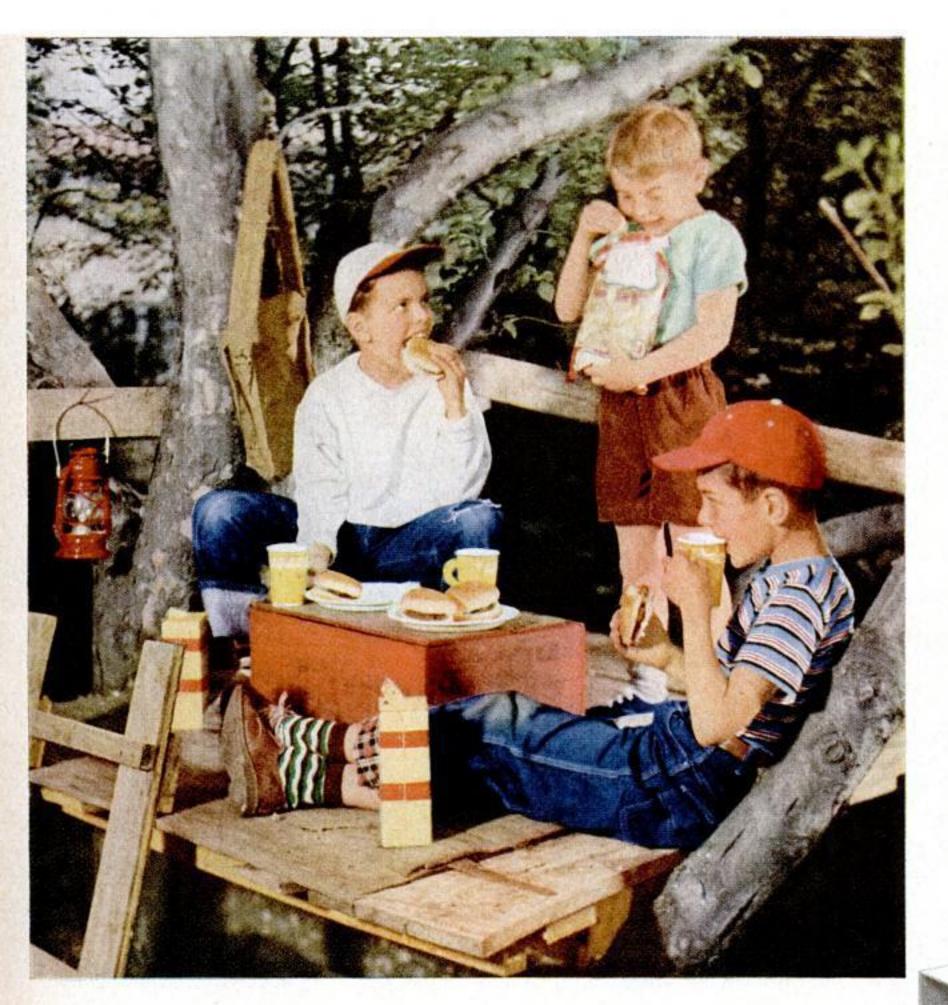


G-E GLAREJECTOR

Deflects light from windows, lamps-kills annoying glare and reflections. Dust-sealed safety glass keeps tube face clean, picture clear-easiest to watch.

You'll choose G-E -if you "Decide, side-by-side!"

Here's a toothpaste for people who can't brush after every meal



JUST ONE BRUSHING
destroys decay- and
odor-causing bacteria!

Can't brush after every meal? One Gleem brushing destroys most decay bacteria!

If you, like most busy people, can't brush after every meal, use Procter & Gamble's new Gleem with GL-70. Just one Gleem brushing destroys up to 90% of bacteria (major cause of tooth decay) and wipes out their enzymes! Only Gleem has GL-70 to fight decay . . . helps stop decay action with each brushing.

Only Procter & Gamble's new GLEEM has GL-70... new cleaner and decay fighter!



Mouth stays fresh all day with one Gleem brushing!

Just brushing before breakfast with Gleem instantly stops mouth odor . . . and in 7 out of 10 cases, the mouth stays fresh the *whole* day. Yes, scientific tests prove brushing with pure, white Gleem protects against mouth odor all day.

Kids just love Gleem's taste!

Proved by flavor tests! Youngsters say new Gleem's breezy flavor is swell! So it's easy to get them to use Gleem regularly. And for children, regular after-meal brushing is the only proven way to reduce tooth decay. Let Gleem help your child fight decay!





TAKING A BREAK during the shooting in Scotland, Vincent drinks from communal water bucket.



ATTENDING SCREENING of his film in London, Vincent breezes by doorman with a blasé air.

SCOTS EXPORT A WEE HAM

A new star, 5, watches his film and finds that it's verra good

The pint-sized Barrymore hamming it up on this page is Great Britain's current candidate, and a likely one, for successor to Hollywood child star Shirley Temple. He is Vincent Winter, 5, of Aberdeen, Scotland. When Vincent appeared last winter in J. Arthur Rank's The Little Kidnappers, he stole the hearts of British moviegoers and critics alike. If American audiences can handle his wee Scots accent, Vincent will most likely have the same effect here when United Artists releases the film this month. Son of a Welsh-born merchant seaman, Vincent was picked from 3,000 nursery school kids to play one of two little orphans who go to live with their stern grandparents on Nova Scotia. He not only acted superbly but entered into the bewildering mechanics of movie-making with the insouciance of a veteran. When last heard from he was back in school, £1,000 richer, imperturbably modeling in wax. "I'm verra good," said he, "at making submarines."

WATCHING SELF on screen, Vincent chortles delightedly at performance in Little Kidnappers.



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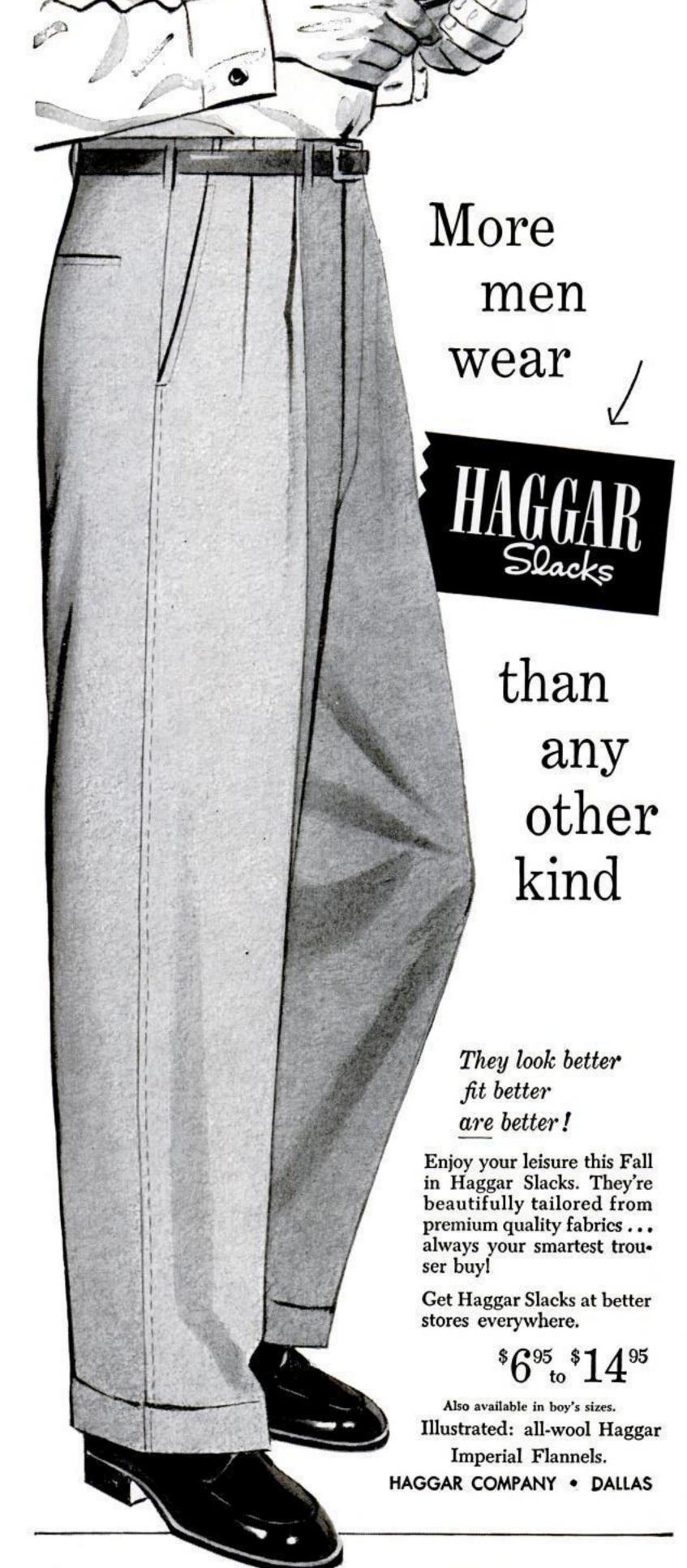
STERN GRANDFATHER leads the orphaned Vincent (right) and his big brother (Jon Whiteley) over rugged hills to their new home in Nova Scotia.



A NEIGHBOR'S DOG provides some affection in the boys' otherwise barren lives. Their irascible guardian will not let them have a pet of their own.



HIDING PLACE for a forbidden advertisement for a red setter is provided by grandfather's expensive boots, since grandfather mostly goes barefoot.



Win an all-expense trip for two to Dallas and 1955 COTTON BOWL GAME, other big cash prizes! See your Haggar dealer for details on the big "Pinpoint the Pigskin" Contest.

CONTINUED ON PAGE 107



Only Ford in its field brings you the smooth, responsive "Go" of a V-8 engine. What's more, Ford's 130-h.p. Y-block V-8 is the most modern engine in the industry. Yet a V-8 Ford costs less than any other V-8... even less than most sixes. And because more and more car makers are swinging to V-8's (seven more in the past six years alone), you can be sure V-8 power will be the most wanted type of power when you are set to sell.

ONLY BALL-JOINT RIDE in the low-price field



ONLY MODERN STYLING in the low-price field

Worth More when you buy it ...

Worth More when you sell it!



Because Ford brings you tomorrow's clean uncluttered look today . . . because it brings you so many future features . . . it will still be in style years from now. And all of Ford's 28 beautiful models offer (at extra cost) power steering, power brakes, Fordomatic or Overdrive . . . many, a 4-Way power seat and power windows, front and rear. See your Ford Dealer now . . . Test Drive the car that brings you the modern features today!

New easy, thrifty way to "cream" your coffee!





PREAM

Want a foolproof Cream Sauce Recipe?



PREAM is the secret! The new, easy PREAM way to make a delicious cream sauce that never lumps—plus 36 other timesaving, taste-teasing PREAM recipes—are yours for the asking!

SEND FOR FREE PREAM RECIPE FOLDER!

To get all the interesting facts about this exciting new dairy product, just fill in and mail the coupon below.



Mail to:

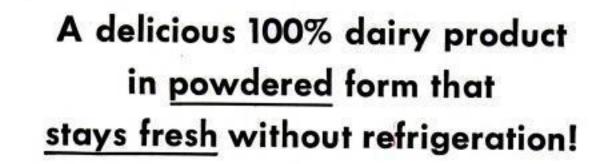
Sally Ross, Pream Test Kitchen Box 959-A, Columbus 16, Ohio

Name____

___Zone_

State____

The new way to "cream" it, is to Pream it!



Not a substitute! Pream is a true dairy product—made entirely from fresh, sweet cream and other milk products—powdered for your convenience. Nothing is added!

Never sours! Never "turns." Because it's in powdered form, you don't have to store Pream in your refrigerator. It keeps indefinitely while sealed! When opened for regular use, Pream stays fresh tasting to the last spoonful.

Saves over 1/3. One container of Pream goes as far as 2 half pints of coffee cream . . . yet costs you so much less!

Instant dissolving! Just put a spoonful of Pream on top of your cup of hot coffee or tea. Stir to blend . . . and enjoy! Get Pream at your food store today!





©1954, M & R Dietetic Laboratories, Inc., Columbus 16, Ohio



AN ABANDONED BABY is discovered by boys in the woods. They adopt it as if it were a dog and call it Edward, although Vincent plugs for Rover.



A POSSE ARRIVES to arrest brother Harry when the "kidnaping" is discovered. He stands trial on charges brought by the baby's worried parents.



ACQUITTED AND RELEASED because he had done baby no harm, Harry walks home with his brother. Grandfather, finally relenting, buys them dog.



OG BISCUIT "Get Acquainted Offer" ... cash refund of more than $\frac{1}{2}$ the price you pay! DOG BISCUIT us the coupon and we'll mail you 25¢.

Mail valuable coupon from back of large packages for 25¢ refund

NATIONAL DOG WEEK SEPTEMBER 19-25

Now, for a limited time, a coupon worth 25¢ will be on all large packages of Milk-Bone Dog Biscuits and Tiny Bits (baked, kibbled, main-meal dog food). Just buy a package of either food, send

No other dog foods give your pet more of the good things he needs than new, improved Milk-Bone products. These better-balanced foods supply more energizing beef fat for skin and coat . . . more protein for bone and muscle, than ever. Milk-Bone Dog Biscuits - baked hard and crunchy are good for teeth and gums, too. Get your "bargain box" of Milk-Bone today.

Whatever your dog eats, he NEEDS MILK-BONE DOG BISCUITS, too! NATIONAL BISCUIT COMPANY



FREE GOODS AND SERVICES which Ludewig (standing in doorway) has obtained by trading range from groceries (for which he gave a clock-radio) and

grass (for which he gave an outboard motor) to dental work (a hassock plus records). He also acquired a paint job, a new suit, gasoline, awnings and the fence.



SULTAN OF SWAP

Trader John lives by finding unwanted presents

The neat, small house at 5257 Twenty-Seventh Avenue in Minneapolis is festooned with new awnings and girdled by a new fence, boasts a freshly painted garage and a recently sodded lawn and has the busiest basement in town. This is all because an affable, natural-born swapper named John Ludewig decided to take pity on the many brides who get duplicate wedding presents—two toasters or five bonbon dishes or ten candlesticks.

Last January Ludewig unveiled his new store, called the Recherché (which means "sought out") Wedding Gift Basement, where newlyweds could dump their unusable loot. Since then nearly 500 brides have sought out the Recherché. They pay Ludewig 10% of the retail cost of their item and can credit the balance toward the exchange of any other item Ludewig has. As small appliances began piling up on his shelves, Trader John, as he calls himself, began swapping them for other items he needed—everything from groceries to grass (above). He now keeps the Recherché open weekends and evenings by appointment and, beyond the services which he obtains for nothing by swapping, manages to net about \$100 a week.

LUDEWIG APPRAISES TRAY WHICH NEWLYWEDS WANT TO SWAP FOR COOKER



Look what's happened to Corn Meal!





Two brand new, easy-way dishes just packed with fresh corn flavor

Here you are . . . a new-day corn meal with better flavor than any corn meal ever had before. Corn Meal with Fresh Corn Flavor!

You'd never dream fresh corn flavor could make such a difference. In your cornbread. In the new one-dish dinners, like the meat pie shown above. In everything!

What's more, this new corn meal gives you easier mixing, faster cooking. Gives you a nice, non-crumbly texture you'll love. Prove it with these quick, easy-to-do-at-the-last-minute recipes.

Delicious fresh corn flavor is a specialty with Quaker Corn Meal (Aunt Jemima Corn Meal, too). How about the big tender muffins over at your left for dinner tonight? Or that utterly delightful Topsy-Turvy Pie? So easy with this new-day corn meal you can get at your grocer's today. Try it and see!

New! Topsy-Turvy Meat Pie

Oven-ready in minutes (Six big servings)

Hamburger Topping:

- 1 clove garlic, minced 1 pound ground beef 1/2 cup chopped green
- pepper 1 six-ounce can tomato
- paste 3 teaspoons salt 1/4 teaspoon pepper

Corn Bread:

11/2 cups Corn Meal (white or yellow) 1/2 cup sifted flour

1/2 teaspoon salt 4 teaspoons baking powder

1/4 cup shortening, soft

1 egg 1 cup milk

For hamburger topping, lightly brown garlic, meat, green pepper in a little shortening in 10inch frying pan. Add tomato paste, seasonings; simmer while preparing corn bread batter. Remove from pan. Arrange in bottom of pan 6 tomato slices inside onion rings. Cover with meat.

For the corn bread, sift dry ingredients into bowl. Add egg, milk, shortening. Beat with rotary beater until smooth, about 1 minute. Do not overbeat. Pour over meat mixture. Bake in hot oven (425°F.) 20 to 25 minutes. Invert on platter; serve with tomato sauce made by heating a six-ounce can of tomato paste and 1/2 cup water together.

Wonderful Corn Muffins

Quick 1-bowl method (12 medium muffins)

Northern Style:

1/2 teaspoon salt

11/2 cups Yellow Corn Meal

1/2 cup sifted flour 1/4 cup sugar

4 teaspoons baking powder

1 egg

1 cup milk 1/4 cup shortening, soft

Sift dry ingredients into bowl. Add egg. milk, shortening. Beat with rotary beater until smooth, 1 minute. Don't overbeat. Fill greased muffin pans

33 full. Bake in hot oven (425°F.) about 20 minutes.

Southern Style:

11/2 cups White Corn Meal 3 tablespoons flour 1 teaspoon salt

2 cups buttermilk 1 egg 2 tablespoons melted

drippings or butter 1 teaspoon soda Sift dry ingredients into bowl. Add buttermilk, egg, drippings; stir until combined. Fill greased muffin pans 2/3 full. Bake in hot oven (450°F.) about 20 minutes.

Results on all recipes guaranteed only if Quaker Enriched Corn Meal, or Aunt Jemima Enriched Corn Meal is used.

Aunt Jemima

with the

FRESH CORN FLAVOR In Quick and Regular Grits, too





Both Quaker and Aunt Jemima bring you the choice corn, new milling methods, new packaging-for the Corn Meal (and Grits) with the fresh corn flavor. In bag or box, with either of these famous faces.



Manhattan has good news for Oxford Club members

Let it be known to all members of this exclusive and casual Club that *Manhattan* has proposed some additions to the membership list. Their immediate acceptance for membership is taken for granted inasmuch as these new Oxford members all bear the *Manhattan* label. That is your guarantee of proper styling and of the finest, most durable Oxford fabric. We suggest you make their

acquaintance soon at smarter stores everywhere.

The list of new Oxford members follows: Shirt—Crew rounded button-down collar, \$4.50; Silk Tie, \$2.50; Sportshirt with flexitized stays in a new "Random Roll" collar you can shape to suit your taste, \$5.00; Piped pajamas, \$6.95; Boxer undershorts, \$1.65. In choice of many colors, including pastels.



1954 The Manhattan Shirt Co., 444 Madison Ave., N. Y., N. Y.



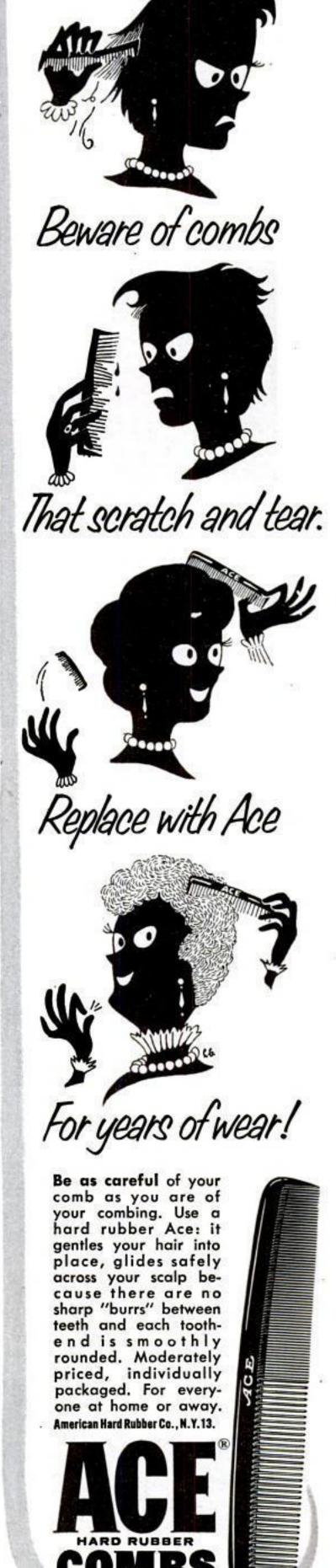
THEATERGOER WEARS A SLIM SATIN BROCADE DRESS (LARRY ALDRICH, \$135) WITH ROPES OF RHINESTONE BEADS

Evening Shirtwaists

THE CASUAL COVER-UP GETS A NEW NIGHT LIFE

Having safely weathered a recent threat that new Paris styles would flatten the female bosom (Life, Sept. 6), U.S. males now face the prospect that U.S. designers will conceal wide areas of female skin which have long been left uncovered. A simple but elegant evening style, the shirtwaist dress this fall is beginning to shoulder out the strapless dress at cocktail parties, dinner and at the theater. An outgrowth of last summer's simple cotton shirtwaist dress,

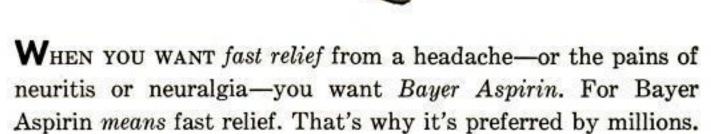
the new versions for evening wear are made with tailored necklines and usually have long cuffed sleeves. They come in pale colors and fancy fabrics that gleam even in the subdued light of a nightclub. To make up for their somewhat casual design, these shirt dresses with a night life are draped with profuse quantities of glittering jewelry, may be unbuttoned as low as the wearer chooses and are topped by the season's newly returned long, fluffy hair.



CONTINUED ON NEXT PAGE

SMOOTHER • STRONGER • LAST MUCH LONGER





You can see its amazing disintegrating speed when you drop a Bayer Aspirin tablet into a glass of water. It starts to disintegrate almost instantly—so fast you need a stopwatch to time its speed! And it does the same in your stomach. That's one reason why Bayer Aspirin makes you feel better fast.

When you buy aspirin, remember—it makes a *LOT* more sense... to spend a *FEW* more cents... to get the *best*. So buy *Bayer* Aspirin.

Get the BEST-get

HAS EVER KNOWN!

BAYER® ASPIRIN



ECONOMICAL VERSION, of rayon satin (Junior Sophisticates, \$55), comes in junior sizes, is worn here with bunchy coral necklace and pearls.



Yardley English Lavender, from \$1.10 (plus tax) . . . Yardley English Lavender Soap, box of 3, \$1.35

For the freshest, youngest feeling in the world

It's wonderful what a lightening lift Lavender can give you. A quick clean-up with the soap, a fast splash-on of Lavender itself, can make you feel delightfully refreshed and radiant in just a matter of minutes.

This famous, fine-milled, long-lasting soap is made from a unique formula which is one of Yardley's most closely guarded secrets. Creamy and rich, it gently cleanses your skin, leaving your complexion fresh and glowing.

Throughout the day, make the fresh lift of Yardley Lavender part of your loveliness. Splash it on when you begin to feel weary and revel in its tingling fragrance.

Only Yardley, in all the world, brings you the fresh, young feeling of English Lavender. Blending the oil of English lavender blossoms with precious ingredients from the earth's far corners, they achieve a fragrance that's truly unique. Nothing in the world makes you feel so young, so fresh, so charming. Try it and see!

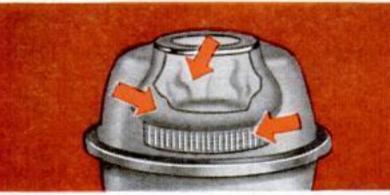
Yardley products for America are created in England and finished in the U.S.A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.

You can pay \$20 to \$30 more — The surface of the sensation of the sensational new 1954 Eureka Rote Matel. Full \$4/5 HP motor means better cleaning, easier cleaning—lifts out deeply embedded dirt, whisks away surface lint and litter instantly. Suction can be reduced to clean drapes and flimsy throw rugs without irritating "pulling."

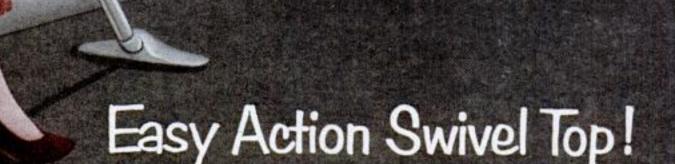




No Dust Bag to Empty (of course)-gone are the days of dreaded, messy dust-bag dumping! Simply lift out the throw-away paper bag, insert another-a few times a year.



Triple Filter—(1) disposable paper bag (2) fits inside special cloth bag and, (3) combined with germ trap provides triple filter . . . no dust ever escapes back into room!



Cleans all over from 1 position

You clean a whole room without once moving the Eureka Roto-Matic-save time, save steps, end wearisome tugging and lugging with the marvelous swivel-top.

For those who prefer the upright type of cleaner

The EUREKA Automatic

with motor driven disturbulator.

Is a great favorite in homes with large rugs or carpet wall-to-wall. Rolls easily on large wheels-cleans quickly with its wide 12" nozzle -has brilliant headlight for dark corners-you merely guide this marvelous Eureka Automatic with its motor-driven dirt and lint disturbulator. Special attachments for above-thefloor cleaning are available at small extra cost.

SPECIAL FALL TRADE-IN OFFER!

Regular Price \$89.95 SAVE \$20



Eureka's exclusively—tools and electric cord clipped to cleaner's side are-always right at your fingertips-end carrying and storage problems—save time, steps and temper!

The only cleaner that brings you ALL these benefits

EUREKA WILLIAMS COMPANY . Division of Henney Motor Company, Inc. . BLOOMINGTON, ILLINOIS In Canada: Onward Manufacturing Inc., Kitchener, Ontario

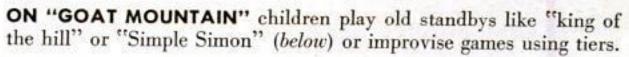


America's fastest growing





THROUGH SPIRAL SLIDE, which they call the "lemon squeezer," youngsters look down ladder used as "secret passage" to the summit.







UP, DOWN

Philadelphia's children get

Two years ago in Philadelphia, which venerates tradition, recreation department officials took a long look at the city's playground facilities and decided tradition no longer was good enough. They launched one of the most impressive playground programs in U.S. municipal history, a program that is modernizing Philadelphia's play areas and filling some of them with an assortment of bold new play devices. Designed to be pleasing in line, safe to use and stimulating to the imagination, the new playthings cater to the natural inclination of youngsters



AND OVER

exciting set of playgrounds

to climb like mountain animals, crawl through dark passageways and hang by their heels.

Starting with the recent dedication of the \$750,000 Marian Anderson Center (next page). Philadelphia will be opening new play areas at the rate of almost one a week. By year's end there will be 31 opened. The one with the most ingenious equipment is the 3½-acre playground at 18th and Bigler Street (above and opposite page), which will be formally dedicated this month—but is already happily infested with eager and scampering children.



ROUND CLIMBER, which forms a kind of amphitheater shape, provides place for impromptu acrobatics. Behind, in tanbark circle, is spiral slide.

TENT-LIKE TURTLE is a favorite of smaller children who slide on it, cling to its neck, ride its back and sometimes hide under its stone shell.

THE CENTERS ARE SET UP FOR ALL AGES



FAMILY FUN CENTER is new Marian Anderson play area in Negro neighborhood, named for singer who was born nearby. Replacing a center that was little

more than fenced-in lot, it includes tot lot (foreground), older children's area (center). Beyond fences are swimming pool, basketball court and baseball fields.

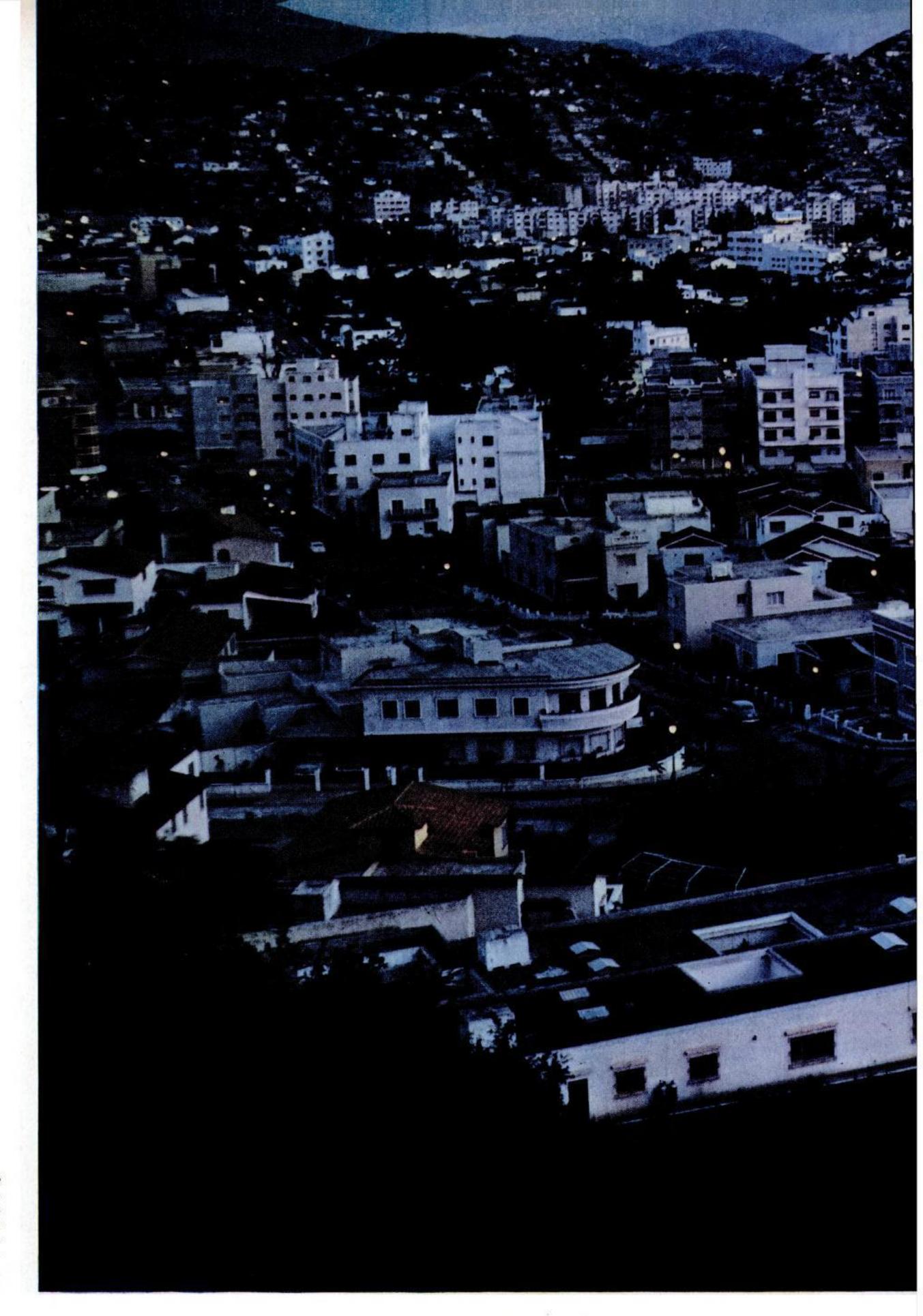


BASKET SWING at the redeveloped Franklin Playground provides a non-spillable seat of webbed belting to assure the safety of infant users.

STRIPED SWINGS at Wissahickon Playground utilize upright dividers called "hairpins" which, attached to top rod, give device extra strength.







THE NEW CARACAS, a residential section on east side of the city, was a sugar plantation five years ago. Covering hills in distance are shacks of country people, recently drawn to Caracas by the boom.

New Latin Boom Land

MINERAL RICHES SEND VENEZUELA ON BUILDING AND BUYING SPREE

Photographed for LIFE by CORNELL CAPA



Until 10 years ago Caracas, the capital of Venezuela, drowsed in colonial charm—a place of perpetual spring, of bird sellers and of guarded señoritas who were courted through barred windows. Then a great gush of oil from a fabulous pool brought Caracas suddenly alive. New pastel-colored apartment buildings, offices and stores sprouted eastward from the old Spanish city, filling the 10-mile valley (above). The city's population, for years about 300,000,

suddenly showed signs of hitting a million.

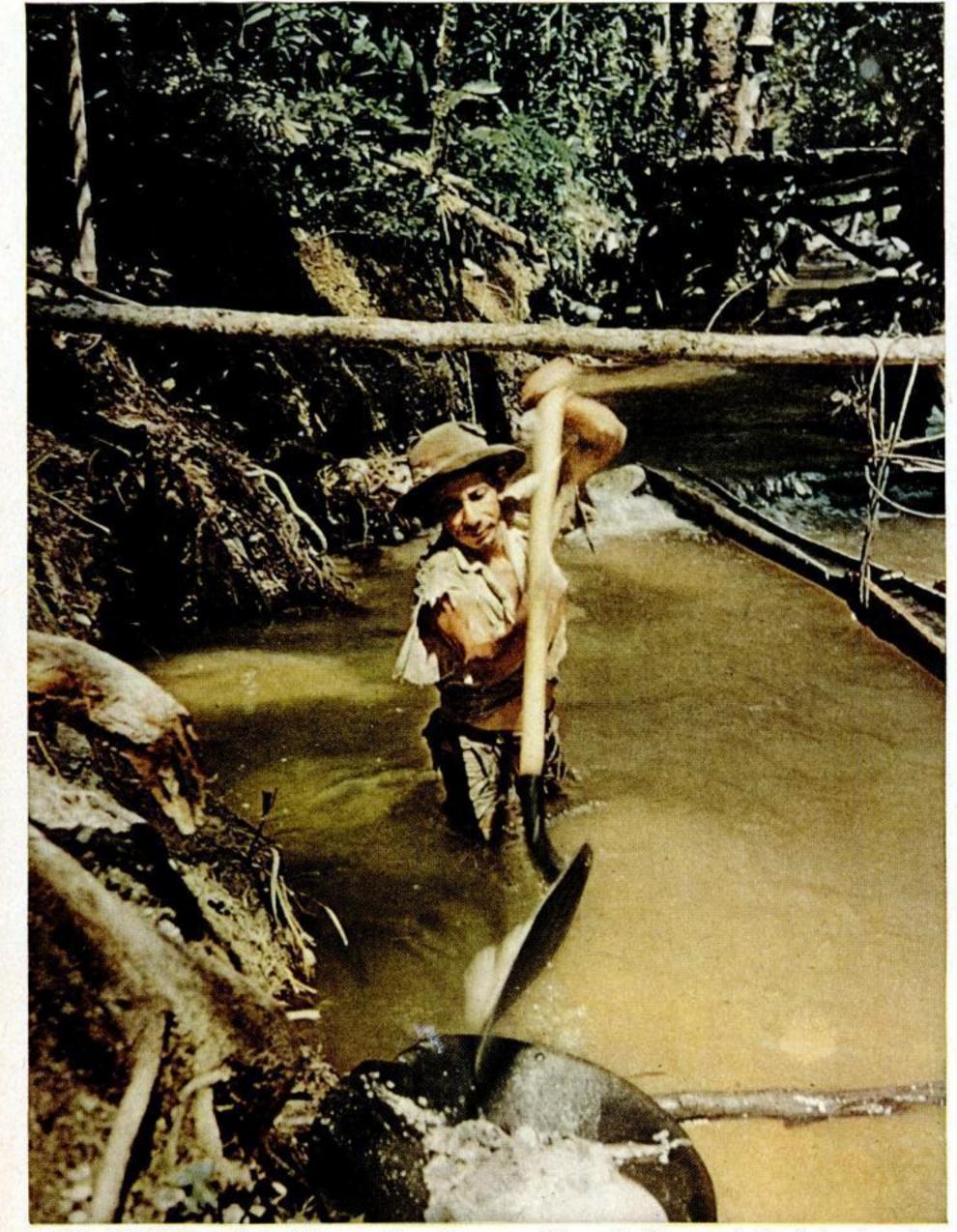
The boom which rebuilt and repopulated Caracas is also revamping Venezuela's entire economy. Last year the little mushroom-shaped country of five million people notched in the northern coast of South America was second only to the U.S. as an oil producer and was first among oil exporters, an upsurge that stemmed primarily from the oil shortage created by World War II and the Korean war. Even

more, it was finding remarkable new riches in iron. The big chunks of capital and cadres of technicians needed to extract these raw resources were coming from the U.S. The U.S. now has its biggest private foreign investment (\$2 billion) in Venezuela and one of its largest overseas civilian colonies (23,000). Venezuela, in turn, fattened by royalties and exposed to American tastes, has now become South America's biggest buyer of U.S. goods.



MOUNTAIN OF IRON at Cerro Bolívar, richest deposit in world, was discovered by U.S. Steel in

1947. Under its concession, company will pay very low royalties until development costs are recouped.



RIVER OF GOLD at Icabarú is panned by oldtimer Reyes Muñoz, who is looking for both gold

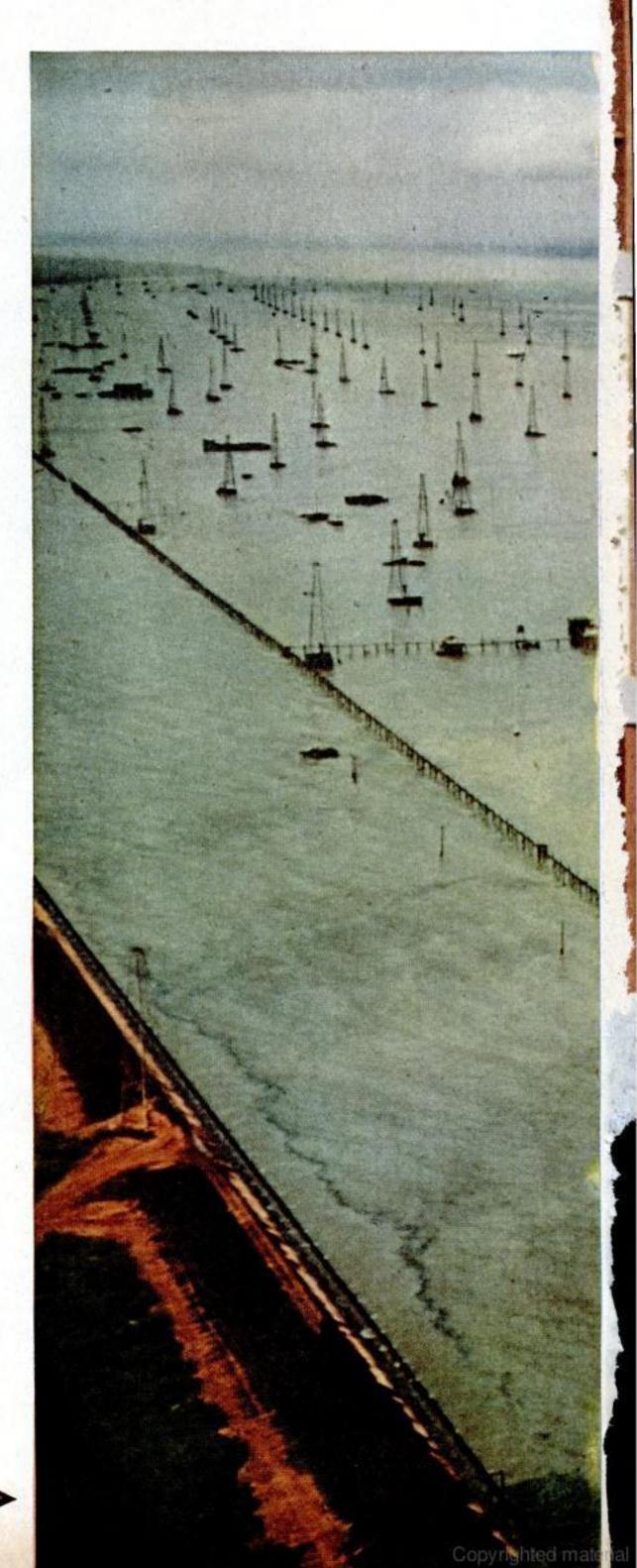
and diamonds. River, reached only by plane, is in wilderness where Spaniards searched for El Dorado.

Latin Boom Land CONTINUED

Ore in a jungle,

Venezuela's vast wealth, which the Spaniards sought in a mythical city of solid gold turrets called El Dorado, actually lay submerged under Lake Maracaibo (below) in the form of oil, and under great rock domes like Cerro Bolívar (left) in the form of iron. The lake, opening into the sea 325 miles west of Caracas, did provide the Spaniards with the name Venezuela, or "Little Venice," because of its watery villages built on stilts. The shore also furnished them with a strange tarry substance to patch their ships. This asphalt eventually led Royal Dutch Shell to discover in 1920 vast underwater oil reserves.

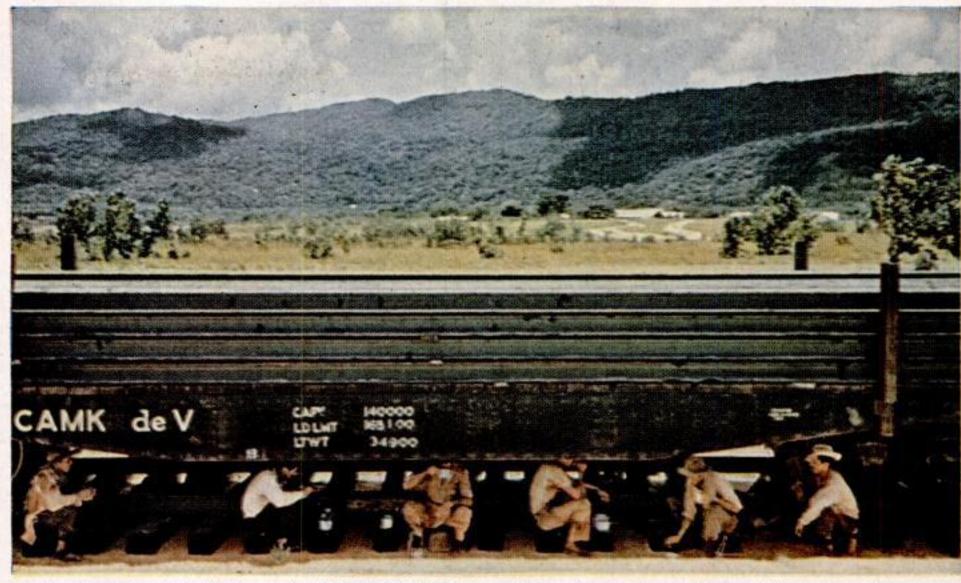
Since then derricks by the thousands have popped from the water, marking the new wells sunk by Shell, Gulf and Creole. Creole, a subsidiary of Standard Oil of New Jersey, now



Oil under a lake

takes almost half the two million barrel daily output. So productive are the wells that when Venezuela upped its royalty cut to 50% in 1945, the companies kicked in without a whimper. Nor did they complain about a law requiring that 75% of their employes be Venezuelans.

Only 350 miles southeast of Caracas, in the Orinoco valley jungle, 1.5 billion tons of iron ore lay untouched until 1941. Then Bethlehem Steel began sinking \$65 million into rail lines and river ports to get the rich mineral out. By 1951 ore from El Pao was arriving at U.S. mills. U.S. Steel plunged into the jungle too, struck an even richer deposit at Cerro Bolívar and is now in the midst of a \$200 million development project. With both mines going full tilt next year, 10% of all the ore smelted in the U.S. will come from Venezuela.



RAIL LINE FOR IRON was built by U.S. Steel to link Cerro Bolívar mine with Puerto Ordaz, a

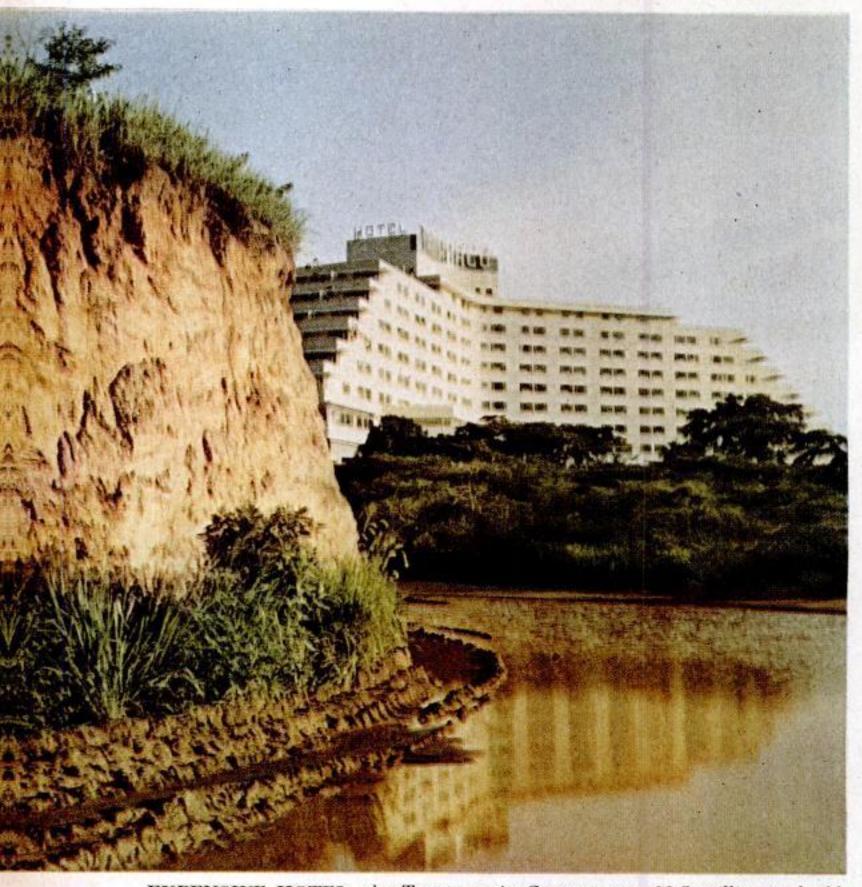
deep-water basin on Orinoco River. Squatting under car loaded with rails, a construction gang eats lunch.



Latin Boom Land CONTINUED



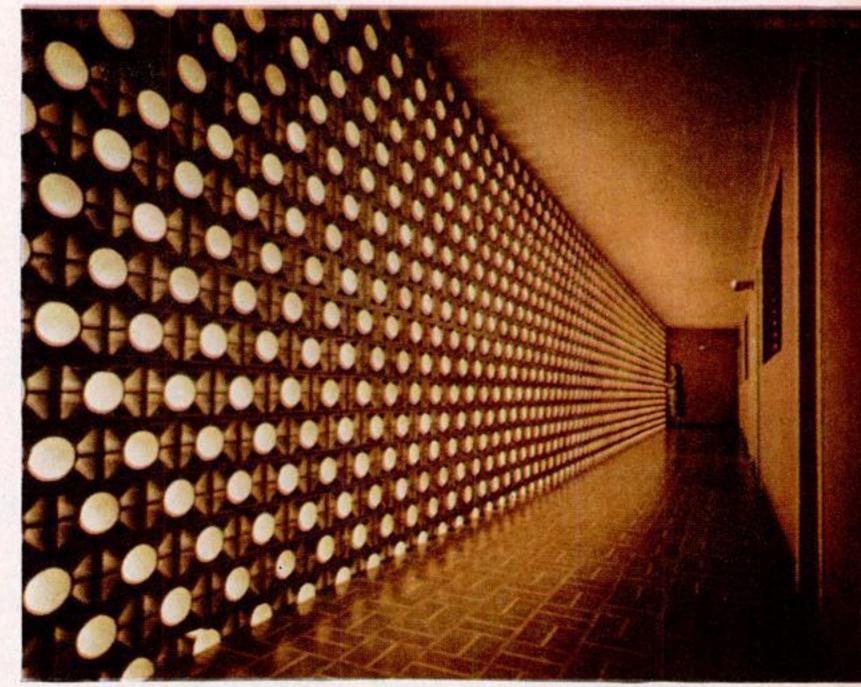
EXCLUSIVE BEACH CLUB, the Laguna, has 144 private apartments. It faces the Caribbean at Macuto, ten miles from Caracas, and was just finished last year.



EXPENSIVE HOTEL, the Tamanaco in Caracas, cost \$8.5 million to build, has biggest swimming pool in Latin America and 400 rooms, \$8 to \$100 per day.



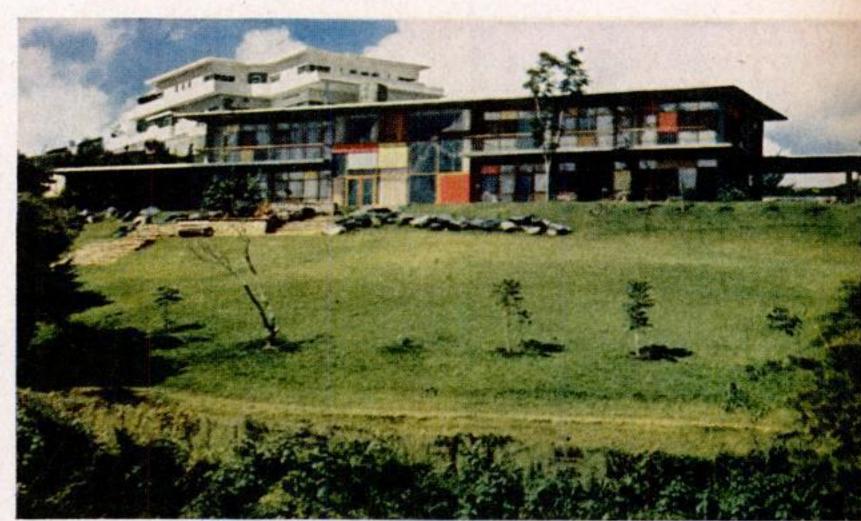




COOL CORRIDOR in the Maracaibo home of Señora Carmen de Márquez (at far end) has a gleaming tile floor and wall with openings to let in air and light.

Caribbean beach clubs, checkerboard facades

The oil and iron royalties rolling into Venezuela blossom fast in ultramodern structures like Caracas' checkerboard pattern apartment (left) and the slab-shaped Laguna Beach Club (upper left), where private quarters were snapped up at \$15,000 apiece. Living in all this luxury are the new aristocrats. They are bank managers, who with many investment possibilities can even offer interest on checking accounts; manufacturers, who can forego efficiency and still prosper by getting a high protective tariff; and wealthy stockholders, who pay no income tax on dividends at all. But even on salaries, the Venezuelan government takes but a token income tax. Its neatly balanced national budget, which swelled from \$10 million in 1943 to \$700 million in 1953, is two thirds covered by oil royalties. This revenue provides poorer Venezuelans, who cannot afford lavish clubs like the Laguna, with one of the fanciest public works programs in South America.



FANCY RANCH HOUSE with 18 rooms in Las Mercedes, a suburb of Caracas, was designed by American architect, Don Hatch, for Pedro Penzini, an importer.



TELEVISION FOR TENEMENTS, an expensive G.E. model, is lugged up to Caracas' poor Planicie section, which does not have running water. Set will

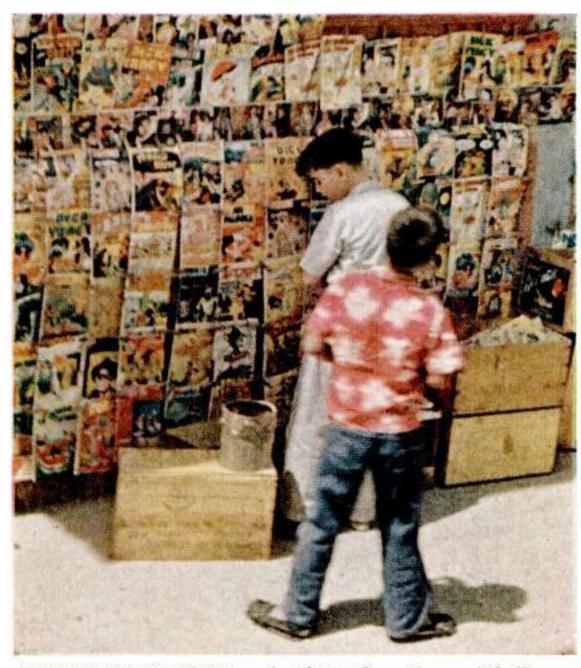
be paid for in 24 monthly instalments of \$30. The city, caught by TV craze, now has two channels and numerous U.S.-style panel and give-away programs.



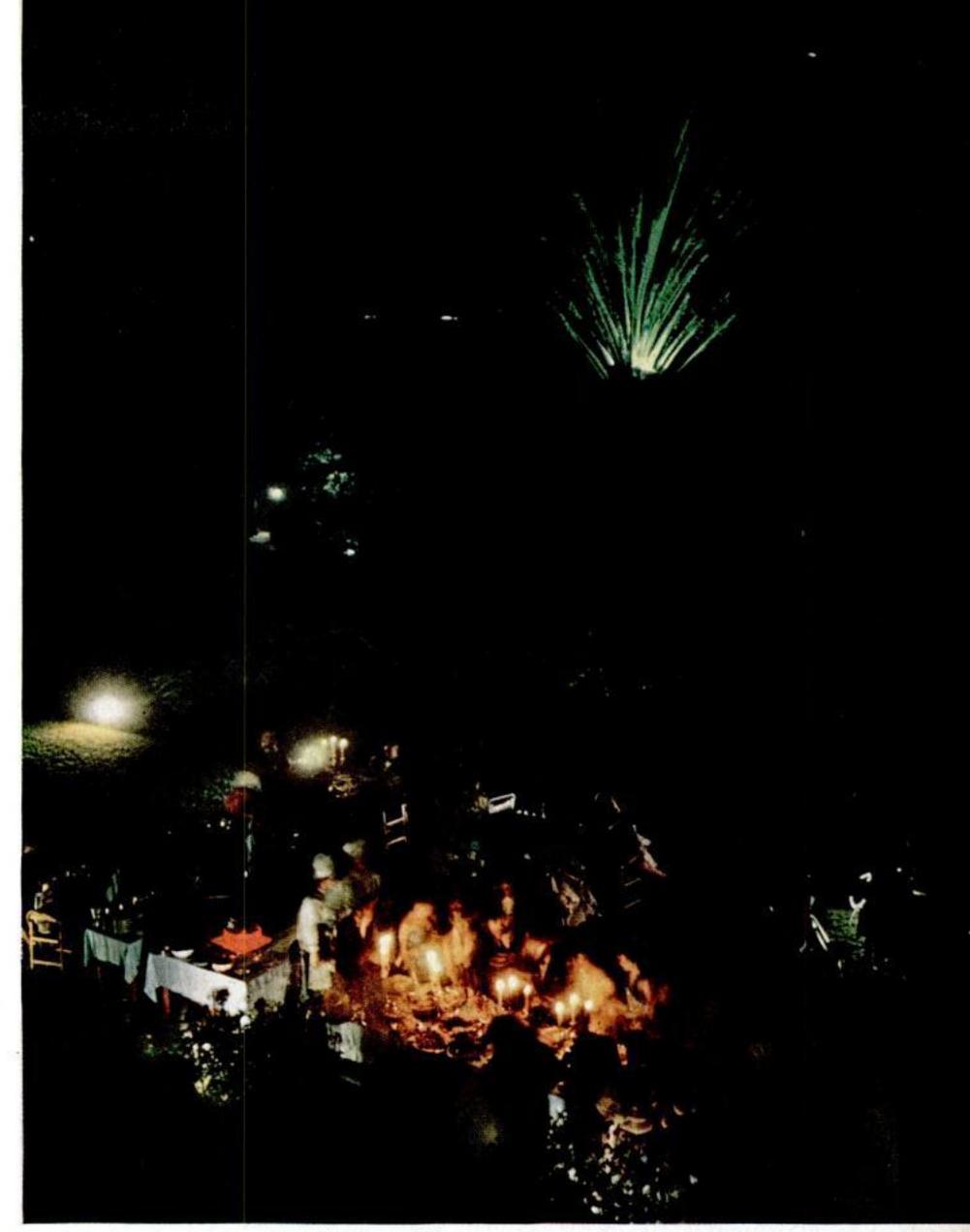
PRESIDENT Marcos Pérez Jiménez, 40, in army uniform, reviews parade. He is commander in chief, has no generals in army.

Under a firm rule, freedom to spend

For the host of U.S. entrepreneurs who have found booming Venezuela a lucrative outlet for their wares, the dictatorial rule of President Pérez Jiménez (above) has some definite advantages. "P.J.," as he is referred to by Americans, took over in a bloodless coup in 1948 and voided the only election since. But under his firm hand the currency stayed rockstable and strikes were eliminated. The new prosperity has enabled many Venezuelan workers, whose average wages have doubled in 10 years, to replace their rope-soled sandals with shoes, buy canned goods in new supermarkets and satisfy a craving for chicken and ice cream.



AMERICAN COMICS translated into Spanish are sold all over Caracas. One of the favorites: Ratón Miguelito (Mickey Mouse).

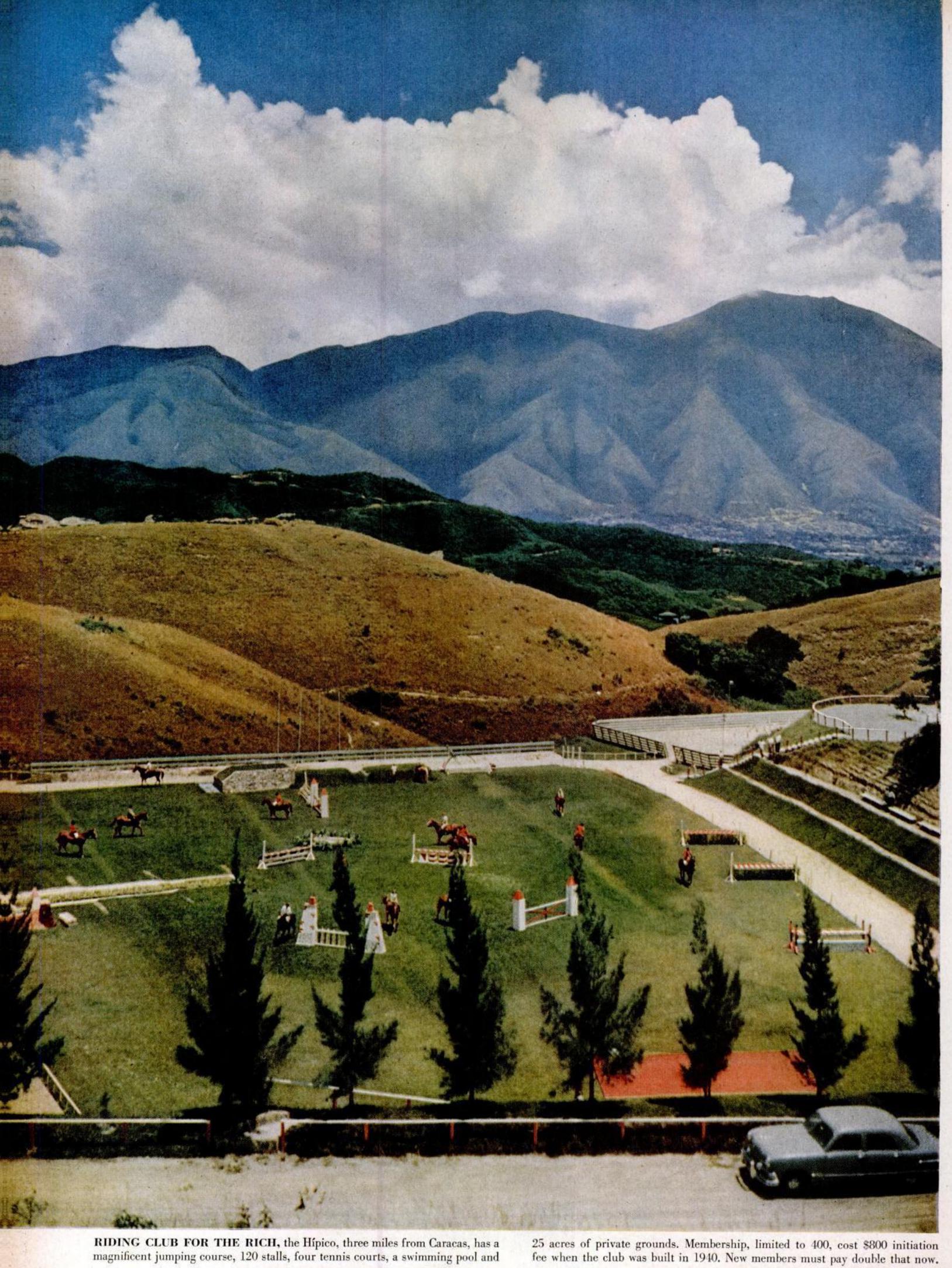


ILLUMINATED PALM TREE adds unusual decoration to an outdoor dinner party thrown by wealthy Venezuelan property owner for some 50 guests at his hacienda in the suburbs of Caracas.



GLOWING SIGN, overlooking Caracas, advertises large auto agency. Its extensive pipe understructure also provides cluster of poor children with a kind of jungle gym to climb around in.

CONTINUED ON NEXT PAGE



RIDING CLUB FOR THE RICH, the Hípico, three miles from Caracas, has a magnificent jumping course, 120 stalls, four tennis courts, a swimming pool and



LAUNDRY FOR EVERYONE, near the village of Naiguatá, draws cars to be washed, women to rinse out their clothes and hair, and burros to be watered. Some

of the people and vehicles are merely fording the shallow stream. Soon they will use the nearly completed bridge (background) being built by the government.





new Electro-Polished Parker"51" Pen writes measurably smoother than any pen ever made



Try this! Write with any pen in one hand, a new Parker in the other. You can instantly feel what a difference Electro-Polishing makes.



You can see this difference, too. Parker's new Electro-Polished point hasn't a trace of roughness on it even where the nib is slit!



And unlike ordinary points, you can't hear a whisper of scratch with the new Parker...even when a high-powered microphone is close by! Too bad you can't just happen to have a magnifying glass with you next time you pass a pen counter. You'd see, as you can here, what a startling thing has happened to the pen point.

The point above is a hand-ground point. Note the roughness. Up to now, it has been impossible to remove all of this by hand finishing methods-to have a pen completely free from scratch.

But Electro-Polishing does the impossible! Each new Parker point is "dipped" in a special electrochemical bath which leaves the point so mirror smooth (see it!) that you can't even feel yourself writing.

In these all-new Parkers, too, you get the simplest filling ever offered—two finger filling that draws in thousands of words. Only one moving part - no complicated gadgets for repair.

See this wonderful new pen at your dealer's. You can write with an Electro-Polished Parker for as little as \$5.00! The Parker Pen Company, Janesville, Wisconsin, U.S.A.; Toronto, Canada.

'THAT BOY'S SO FULL OF PLAY'

Two close friends of Willie Mays talk about frisky personality of a newly legendary Giant

SPORTSWRITERS and sophisticated baseball fans may find all kinds of reasons for the unexpectedly good showing of the New York Giants, but the most conspicuous symbol of their success is Willie Mays. Now 23, he came to the National League three years ago from Minneapolis. He receives about \$18,000 a year. In playing ball, as in everything else, Willie does strictly what comes naturally without bothering to explain why. He catches long, difficult fly balls just as easily—and with about the same technique—as a housewife catching clothespins in her apron. With equal nonchalance he returns these balls from almost any point in center field. He bats right-handed to such good effect that he led both leagues in home runs for most of the summer.

As the Willie Mays legend reaches proportions more and more startling to the totally unassuming Mays, the question "Whither Willie?" takes on new weight. The records of Ruth, DiMaggio and Williams are already being pored over for comparisons and have undoubtedly been called to Willie's attention. But fortunately, like Willie, the legend is young. Before the man and the legend become confused, Life's Earl Brown has sought out the two people who can tell the most about Willie Mays as he exists today. They are Monte Irvin, the Giants' left fielder and Willie's roommate on road trips, and Frank Forbes, the 61-year-old baseball scout who keeps a paternal eye on Willie for the Giants.

Forbes is a solid, smart citizen with a slight case of polysyllabism. When Brown asked Forbes to recount his recollections of Willie, Forbes replied as follows:

HAD seen him in Birmingham in '48 and '49 but didn't pay any attention to him then because I was there to scout somebody else. He was playing more or less incognito at first because he was still in high school. He played with the Black Barons but at the beginning he was not compensated.

When he first came to New York in 1951 I hardly saw him. He had contacted people from his home town and he was living with them

not far from the Polo Grounds. It was a railroad flat of about seven rooms. I did not like the fact that there were two or three people in the various rooms and their conversation and loud hilarity was not good for a ballplayer. I took him to look over another place where there was a good home environment and good home-cooked meals. He seemed to like it, but when I asked him all he said was, "I kind of like it. It's O.K."

It's like pulling teeth to get him to commit himself. He will look at you with the wheels turning in his cranium and 15 minutes later the words will come out. I told him he should have been a diplomat. He moved there the following week and in the meantime there was another problem at the park and that was the female department. Outside the clubhouse there would be

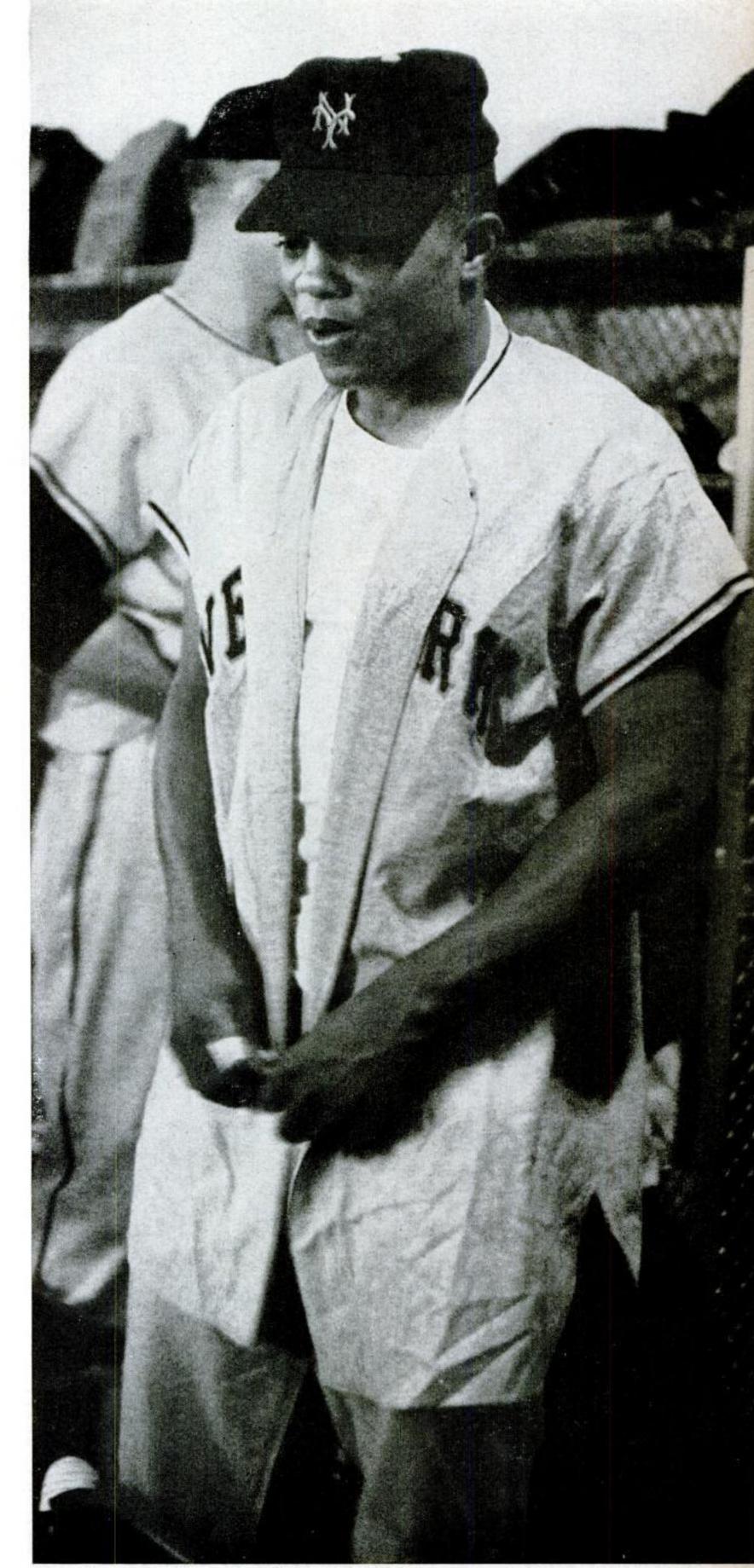
and that was t Outside the clu

FRANK FORBES, Giant scout,

keeps an eye on Willie for team.

Maybe four or five would be after Willie. Some would rush up with autograph books and have notes in the books—"My name is so-and-so and you can reach me at such-and-such a number." When I have seen such notes before, I have taken them or torn them up then and there. When Willie saw them he would look at them but make no comment. He would never say anything about them. Some he just put in his pocket and others he paid no attention to. He probably threw the notes away when he got home.

One time I was in Bowman's, a bar in Harlem, talking to a guy when somebody came in and said that a girl, so-and-so, is in the drugstore down the street having a soda. We all laughed because it was



'MOST RELAXED GUY YOU EVER SAW,' as a teammate calls him, Willie Mays lazily dons uniform before game. He thereafter made three extra-base hits.



HORSEPLAY between Mays and Manager Leo Durocher, a usual feature of Giant trips, brings a wince from Willie after playful poke on plane to Chicago.



MAY'S REACTIONS are quick, whether it be a feigned flinch (above) from a pat by Durocher or a genuine guffaw (below) at a quip by Hank Thompson (right).



WILLIE MAYS CONTINUED

real funny to hear of her in the drugstore having a soda, this woman who drank brandy straight. Suddenly it dawned on me that this was the place Willie went to have sodas. I rushed over and found her sitting on a stool next to Willie and engaged in a conversation with him. She was dressed nicely. I sat on the stool next to her and ordered a double chocolate ice cream soda and heavy with the cream. I reached over for a straw and purposely knocked my soda into her lap. Then I jumped back and knocked her off the stool. When she hit the floor she was really a mess but I had to do it to protect Willie. I apologized most profusely.

Later I was told that she had related about the incident and how nice the man was who accidentally spilled the soda on her and how much he apologized. One of the fellows told her who I was and said she was lucky it wasn't worse. She almost died. All Willie ever

said about it was, "Damn, she sure got messed up!"

He doesn't drink and he doesn't play the numbers or gamble, either. After he leaves the ball park, all he usually wants to do is go to movies or play stickball. He is crazy about stickball. He claims it helps his eye. He plays on St. Nicholas Place where there is very little traffic and the kids have a grand time. He had a lot of difficulty at first hitting the little rubber ball with a slender stick, and yet he was hitting home runs in the Polo Grounds. He would get the devil from the kids in the neighborhood. He claims it helped in his batting average. After the game he buys a bag of cherries or any fruit and shares with the other fellows.

In the locker room the Giant players kid him about Alabama and he will answer back as to the place they came from. They really kid him about his catches. I remember one time somebody hit a ball off Maglie and Willie went 100 feet for the ball and caught it. Somebody said it was a great catch and Maglie said, "For God's sake why do you give him that baloney? He had nothing to catch for seven innings and then he went to China before he caught the ball. It was right in his lap."

But all the players in the club really love him. The ball club

is one big happy family.

WILLIE'S Aunt Sarah Mays died on July 17 in a hospital in Fairfield, Ala. and Willie went South for the funeral. Forbes went along, and gives this description of the trip:

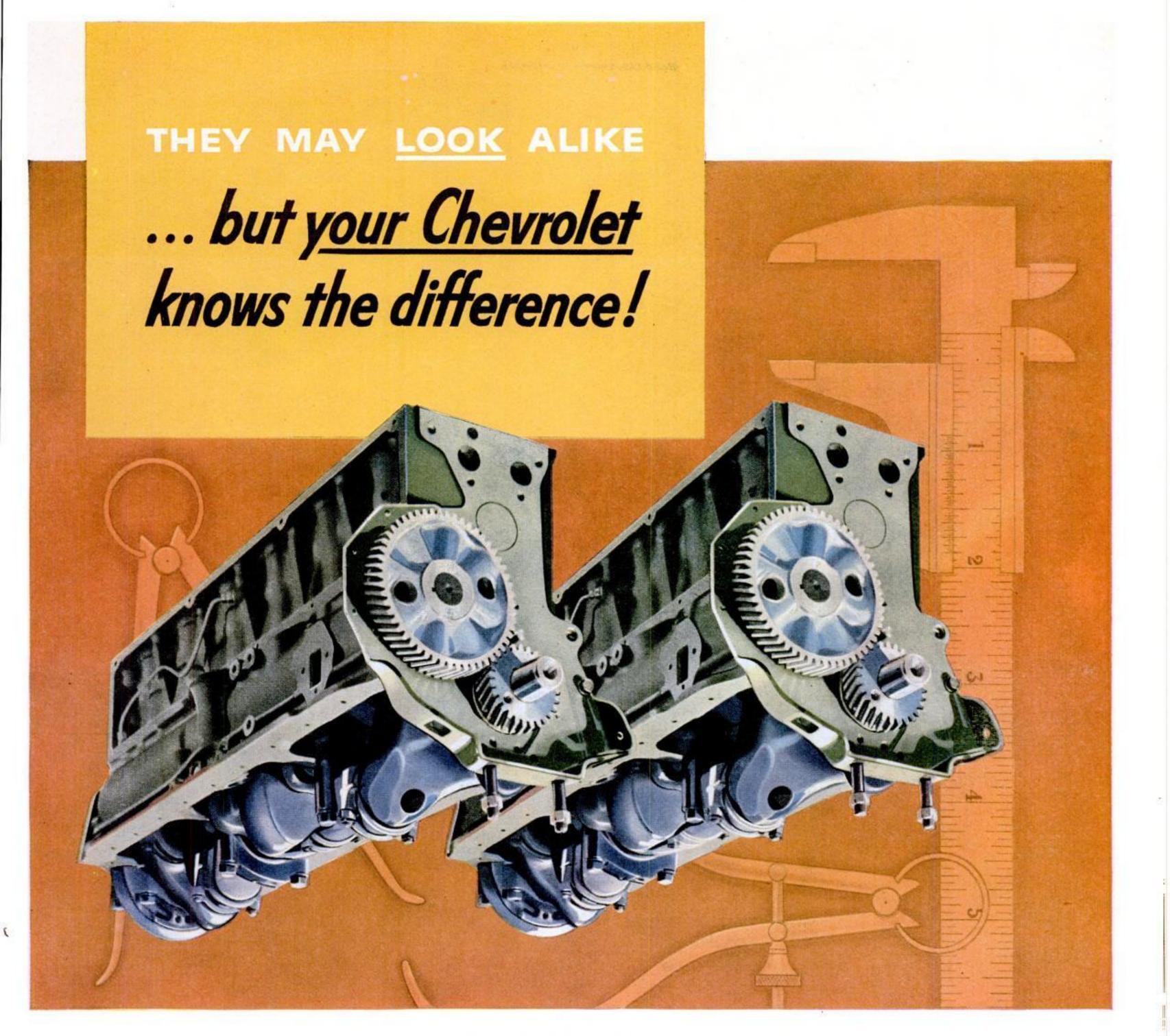
WILLIE'S aunt's house is a nice, clean house but the road in front of it is not paved. When I got there, there were about 20 people there already and the number grew constantly. There were young people with their broods and old people chewing snuff. They kept coming and coming until there were about 1,000 people there. Willie was in the bedroom to the left of the parlor in his pajamas and robe and people came through the parlor to the bedroom to see him or touch him or give him a note. No police were there, and therefore the road was jammed with cars and people. Once or twice Willie wanted to leave his room to get a drink of water, but when he looked outside of his room and saw how jammed the house was with people, he would ask someone to get the water for him. In other words he was a captive of his home town admirers, the halt, the lame, the old snuff-chewers, the churchgoers and the drugstore cowboys.

Willie is not a loquacious person. He said hello to those friends he knew and of course to his relatives. He was emotionally upset. He cried when he received the notice and when he got home. The aunt was very close to him. His father and mother separated when he was 3 years old and he went to live with the aunt. His mother married again and had children who are Willie's half brothers and sisters. Willie exchanged greetings with them. They are all kids. The oldest is about 18. He never forgot them because he sent allotments to his mother and helped recondition the house. He sent money to his aunt too. His first year in baseball his salary was about \$12,000 and he sent over \$6,200 to them. He has still been sending money down there even since his mother died of childbirth in 1952.

At the funeral it must have been 100° in the church, which holds about 400 or 500 people and there were people standing in the rear of the church four or five rows deep. The rostrum and coffin were covered with many beautifully wreathed flowers. Willie was in the front pew with the family awhile, but with the intense heat, he was evacuated from the church. I took him out quickly because of the emotional outbursts which were soon to come. The funeral lasted over three hours. The funeral sermon was by the bishop, who was a dear friend of Willie's aunt. He preached for an hour and 20 minutes.

I took Willie back to the house after I got him out of the church. Then I returned to the church because I had to make a speech as a representative of the New York Giant Club. Willie did not go to the graveyard. The reason was that there were people who wanted to exploit him. A couple of radio stations wanted to know if he would

CONTINUED ON PAGE 137



You see two different engine block assemblies in our picture up there. They appear to be the same, don't they? That just shows you how deceiving appearance can be. For you see, one of these power packages is a new Genuine Chevrolet Part. And it brings you the same advantages you'd expect from any and all Genuine Chevrolet Parts.

In the first place, it was built of the same brand-new parts, under the same precision conditions, as your Chevrolet's original engine. Installed—utilizing the cylinder head and oil pan from your present engine to save you the cost of these items—it will give you all the power, performance and economy you enjoyed when your Chevrolet was new. And in most cases it will cost you *less* than a major overhaul! Isn't this good to know when you're thinking of putting new power into your Chevrolet?

All Genuine Chevrolet Parts are made to fit right . . . function better . . . last longer. And they're installed by your Chevrolet dealer and leading independent garages and service stations everywhere. Always ask for Genuine Chevrolet Parts.



Available wherever you go. Made to fit right . . . function better . . . last longer.

YOUR CHEVROLET DEALER



New a rg u.5 automatic 300 watt projector shows, changes, stores your color slides automatically

This new Argus projector almost runs itself. Just slip a magazine of 36 slides into the automatic changer—then push-pull—your slides leap to life in perfect order! Each slide is protected in its own metal frame—always ready to show. No more fumbling in the dark!

And this blower-cooled projector is silent as sunshine and almost as bright. Its big 300 Watt lamp flashes all your colors bright and vivid on the screen through an optically-ground, four-inch f:3.5 lens.

The new Argus Automatic 300 Watt Projector includes the automatic changer, a magazine, and carrying case. (The automatic slide changer is available separately at \$14.95—easily attached to any standard Argus Projector)

These argus 35mm cameras make it easy to take perfect color slides!



argus C4

\$8450

Case: \$7.50 Flash: \$8.95

A masterpiece of precision! Has a super-fast f:2.8 Cintar lens, a lens-coupled viewfinder-rangefinder, Color-matic settings, a superaccurate shutter with speeds up to 1/300 second, double exposure preventer, film counter, lock-on flash gun.



argus A4

\$3250

Case: \$3.65 Flash: \$3.80
An exciting new 35mm camera! Has an f:3.5 Cintar lens—fastest on any American camera in its price class, shutter speeds to 1/200 second, Color-matic settings, picture-window viewfinder, double-exposure preventer, built-in flash synchronization!



argus c3

*6650

Complete with case and flash

World's most popular 35mm camera. Perfect for color slides, black-and-white pictures—action shots. Has an f:3.5 Cintar lens; lens-coupled rangefinder; gear-controlled shutter with speeds up to 1/300 second; built-in synchronization, Color-matic settings!

argus

Manufacturers of precision photographic and optical instruments

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STICKBALL with neighborhood children is favorite Mays pastime outside the ball park, usually on St. Nicholas Place in front of his Harlem home.

WILLIE MAYS CONTINUED

be willing to be interviewed. I told them it was impossible because he was bereaved.

Mr. Stoneham, the president of the Giants, called Friday morning saying that Leo had told him for God's sake get Willie back here, so we flew up to Milwaukee. Before we left, Willie had to stop and play pool with one of his friends as he used to do. I stopped by the poolroom on my way to the plane and left explicit instructions with the man there to put Willie out in time for him to catch the plane. While I was at the poolroom I saw Willie make some pretty good shots. He's a fair player.

When we finally got to the ball park in Milwaukee it was the last half of the 9th inning when Bobby Thomson made his hit which won the ball game for Milwaukee. I had been kind of worried about getting to the ball park, but all Willie said was, "We

ain't gonna make it."

MONTE IRVIN is a dignified, quiet man who is inclined to flinch slightly whenever he thinks about Willie. When Brown went to him and asked him, "What kind of a guy is this Willie?" Irvin answered as follows:

"VE got a couple of kids 6 and 10, but when I take a road trip I've got another one on my hands. That Willie is 23 years old and he'll drink maybe seven big sodas and a dozen Cokes in 12 hours.

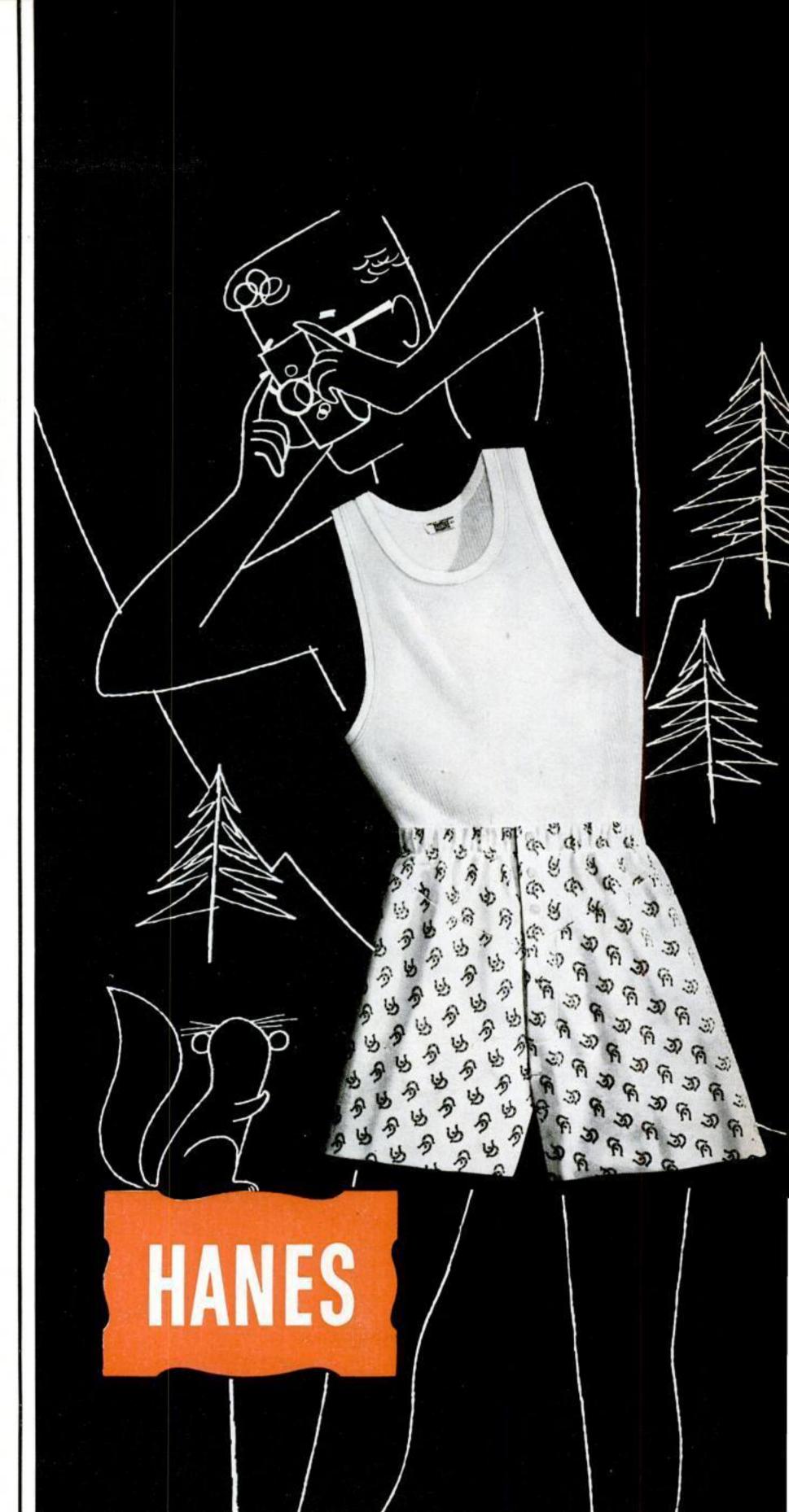
Willie won't win any prize for talking. He keeps his mouth shut around folks, but when we're alone it's Irv this and Irv that all day long. He'll grab my tooth paste out of my bag on a trip, but if I touch his he'll yell, "Irv, what you doing? Ain't you got none?" Or "Irv, give me some toast" or "Irv, wonder what's old Leo doing?" or "Irv, let's match to see who pays for the movies"—all in that high squeaky voice of his.

Next to going to the movies and playing records on his record player—sometimes he leaves it on when he goes to sleep—he loves

CONTINUED ON NEXT PAGE



BETWEEN HITS in stickball Willie talks to landlady Mrs. Ann Goosby, who cooks his meals, keeps his clothes clean and generally takes care of him.



STRONGER AT POINTS OF STRESS! All Hanes undershirts and Givvies

shorts are now Nylon-reinforced, to give them a 56% bonus in strength without reducing the vital absorbency of Hanes combed cotton! Givvies shorts have a bonus in comfort, too, with Sanforized broadcloth that's cut on the bias to g-i-v-e when you bend or sit. Seat is absolutely seamless and cut full. It's a big dollar's worth! Undershirts, with new whiter-than-white finish, 75c (boys' 45c to 55c).

To get more than you bargained for in underwear, sportswear, sleepwear, be sure

THE NAME'S



For nearest Hanes store, phone Western Union and ask for OPERATOR 25

P. H. Hanes Knitting Co., Winston-Salem 1, N. C.







A NEW JACKET is tried on by Willie with the help of his roommate, Monte Irvin, on a shopping jaunt, a favorite Mays time killer on road trips.

WILLIE MAYS CONTINUED

to shop. He must have at least 20 suits and dozens of sports shirts. He never wears a tie. In St. Louis or Chicago he'll jump out of bed real early, jump on top of me and whack me hard enough to cave in my ribs and he'll say, "Irv, let's go look at the stores today." What burns me up is sometimes when we leave a store he'll hand me an armful of packages and tell me to take them to the room while he runs off to pester somebody else. That Saturday in Milwaukee after he came back from his aunt's funeral he hopped on me when I was asleep, poked me and said, "Irv, didn't you miss me?"

I said "No, get the hell off of me. I wish you had stayed down there in Alabama for good." I never had it so peaceful than when he was down in Alabama. But maybe I did miss him. While he was away I went to a barbershop to get a haircut. I couldn't find a taxi to take me back to the hotel so a young colored fellow who was there offered to give me a ride. He kept looking at me instead of where he was driving and finally he said, "I know who you

are." I asked "Who?" and he said "Willie Mays!"

The minute Willie left the team to go to his aunt's funeral everybody seemed to tighten up. We played that way too. All the time he was gone the fellows would say, "When's he coming back? Is he due today?" Even Leo got panicky. He called Horace Stoneham long distance and asked to get Willie back right away. Frank Forbes flew up with Willie from Alabama but they didn't get to the Milwaukee airport until the first game was half over. Willie and Frank took a taxi to the stadium, but the driver was some kind of a subversive Milwaukee fan and he drove them all over Wisconsin. While Willie was getting dressed Bobby Thomson hit a single and won it for Milwaukee. Leo was mad as hell, but while he was bawling out Wilhelm for throwing Thomson a fat one with 0 and 2 on him Leo was massaging Willie's neck. Willie eats up this attention from Leo, but nobody else minds it. That boy is a tonic.

Willie is one of those abnormal guys who never lets success and fame go to his head. The only possible difference in him now and when he first came up is that he's a little more confident. He was so green when he first came he'd let the enemy players worry him to death. Especially Roy Campanella. One day when Willie was batting against Newcombe, Campy kept asking him a lot of crazy questions to take his mind off getting a hit. It bothered Willie so much he struck out, and when he went back to the bench he told Leo about it. Next time up he said to Campy, "Mr.

Durocher told me not to talk to you, so you shut up."

Willie ought to last 20 years in the big time and gross at least a

half million. He's the most relaxed boy you ever saw. All the players love him. That boy's so full of play. The other Sunday morning in the lobby of the Schroeder Hotel in Milwaukee, Don Mueller and Ray Katt were sitting on the steps waiting to go to the stadium and Willie walked up and asked if they had heard the song, Say Hey somebody had written about him. Katt said he hadn't heard it and what was more he wasn't interested, he wasn't going to make Willie rich by buying a record. Willie gets 2¢ every

CONTINUED ON PAGE 141



Nationwide Showing September 11-12

Watch local newspaper for location of National "PACEMAKER" Open House nearest you!





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WILLIE MAYS CONTINUED

time they sell one. He said he didn't care if Katt bought it or not,

he didn't need his money. Willie is quite a kidder.

Most of the stuff you read about Willie in the newspapers is just newspaper pipe dreams. His old man didn't wean him on a baseball. You didn't have to teach him the game. In fact I don't believe you could. He just naturally does the right thing. We have a habit of shaking a player's hand when he comes back to the bench after making a great play, and one day in Forbes Field in Pittsburgh Willie made the greatest catch anybody ever made there. When Willie was walking in Leo said, "Let's give him the silent treatment," and when he got to the bench nobody said a word. He couldn't stand it. "That's all right," he said finally. "You don't have to tell me. I know it was a great one."

When we match to see who pays for the movies, Willie is the luckiest guy in the world. Whenever he beats me he says I also have to pay for the candy and sodas, but when he loses he squawks like a pig. Once I beat him twice in a row and he said that from then on we'd go Dutch treat. He hates for me to beat him matching or at anything else. When he gets up in the morning he'll come over to my bed and pour a glass of cold water on me, or stick his finger in my ear, or get on the bed and start jammering. I get mad sometimes and try to throw him out, but I figure I have something better to do with my strength than tussle with that overgrown tiger. Regardless of how I cuss him out he doesn't leave me alone.

All the girls like him—more than he likes most of them. He's got two he's going steady with now but I don't know which one he likes best. I doubt if he knows. He likes New York better than any other place because he can go to so many different things there. He's been to every movie in midtown and most of the neighbor-

hoods too.

Leo is crazy about him, not only because of the way he plays ball but because of his personality. He can do no wrong in Leo's sight. Leo makes him save his money; he doesn't even see what he earns from testimonials and TV and radio appearances. Leo sees to it that it's put away. He now makes about \$18,000 a year, and that's good money for a 23-year-old, but especially for Willie. He's liberal, very liberal, with his friends, always wanting to treat them. All but me. He bought a Pontiac sports model the year he first came up, because Hank Thompson and I had them. This year he changed to a yellow Lincoln Capri.

He and I maneuvered around to get us a liquor store license. We're going to open our store in Brooklyn as soon as we can. I'm also trying to help Willie provide for his security. I tell him you

can't start too soon.

I'm not envious of all the publicity he's getting. I can say this: life on the Giants wouldn't be the same without Willie. Just being around him keeps me young and full of spirit, but I wish he'd let me sleep a little longer in the morning.

BACK in New York last weekend Willie Mays was placidly putting away sodas between games and whacking out balls for the kids on St. Nicholas Place. Monte Irvin, rid of his noisy roommate for the moment, was catching up on his sleep. This was probably more than could be said for Manager Durocher as he faced up to two Dodgers series and the crucial last games of a tight pennant race.



EARLY RISER Willie, who sometimes irritates roommate Monte Irvin with untimely telephone conversations, talks to an old Army friend in Chicago.



For rugged men only



Like the stomach-tightening drum of wings . . . the blur of the bird . . . the sharp kick and acrid smell of powder?

Then, you're the rugged type and here's the shoe that fits your personality. It's husky as a bear, tough as buckskin, yet comfortable as the leeward side of a haystack.

This Sundial is styled and priced for you, too. Try it on soon.

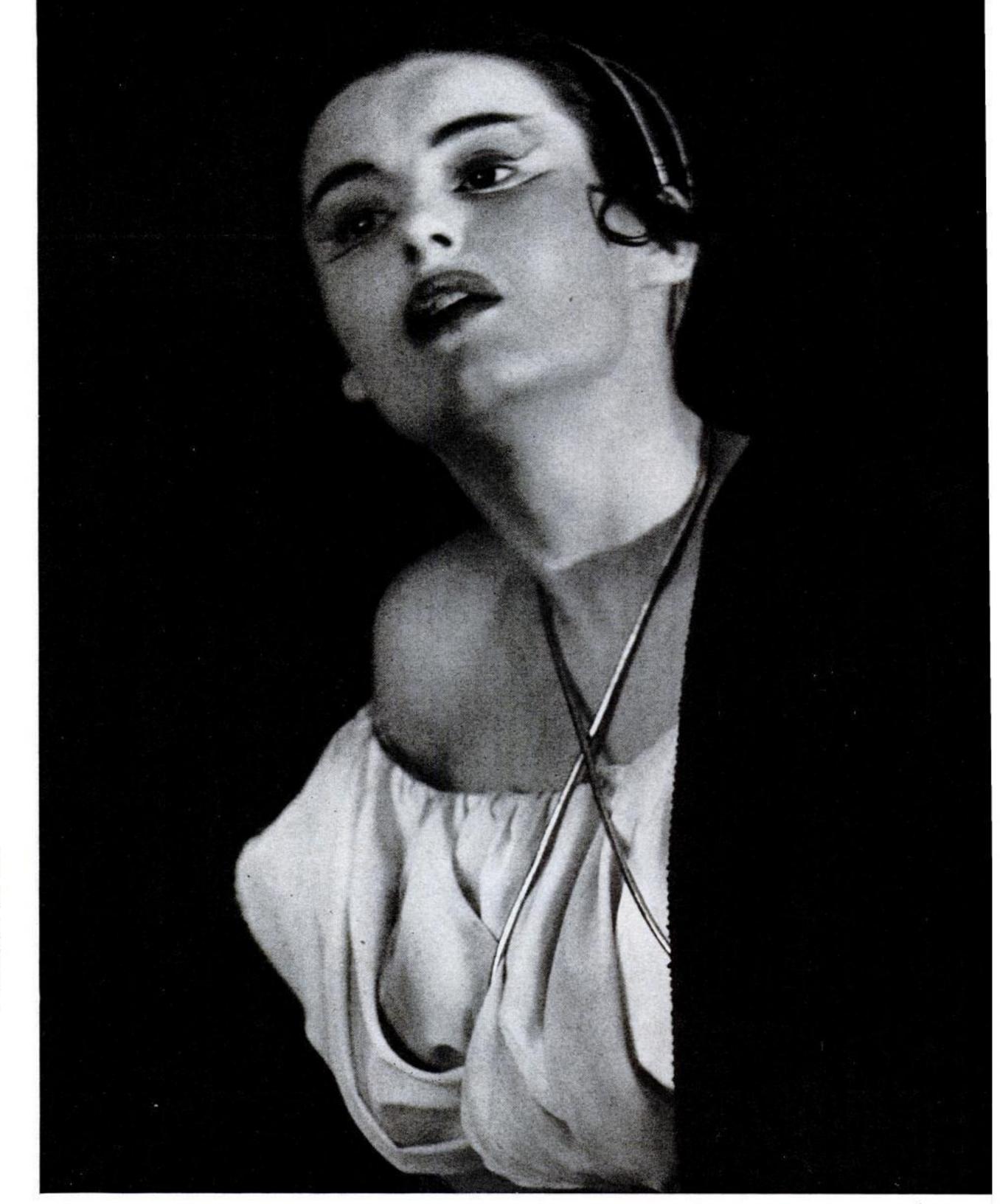


... comfort-crafted to fit your footprint!

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SUNDIAL SHOE COMPANY, MANCHESTER, N. H., DIV. OF INTERNATIONAL SHOE COMPANY

THEATER



QUEEN PHAEDRA, portrayed by Jacqueline Brookes, is a young Cretan beauty who marries the aging Greek king, Theseus. Her passion for her stepson, Hippolytus, was dramatized by Euripides in 428 B. C., by Racine in 1677, by Jeffers in 1948.



AS HOTEL HOSTESS, Jacqueline has to be at work early, catches up on sleep in the afternoon.

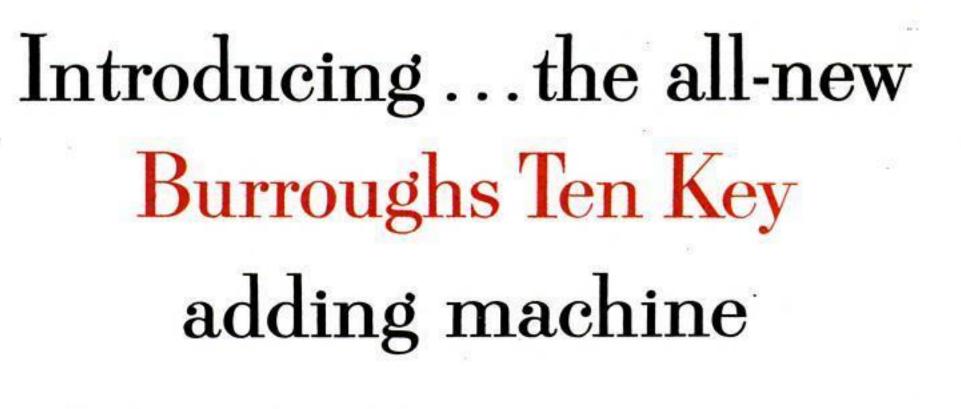
LOVE-CRAZED QUEEN

A restaurant hostess shines in a classic tragedy

Every morning at 7:30 Jacqueline Brookes dons a bright smile for her job as a cheery breakfast hostess in New York's Park Sheraton Hotel (salary \$26.80 a week). Every night at the tiny Provincetown Playhouse she doffs her smile to play the tragic heroine of Robinson Jeffers' poetic drama, *The Cretan Woman* (salary \$25 a week). With her husky, melodious voice, her lithe figure and patrician features, 23-year-old Jacqueline impressed critics as an exciting

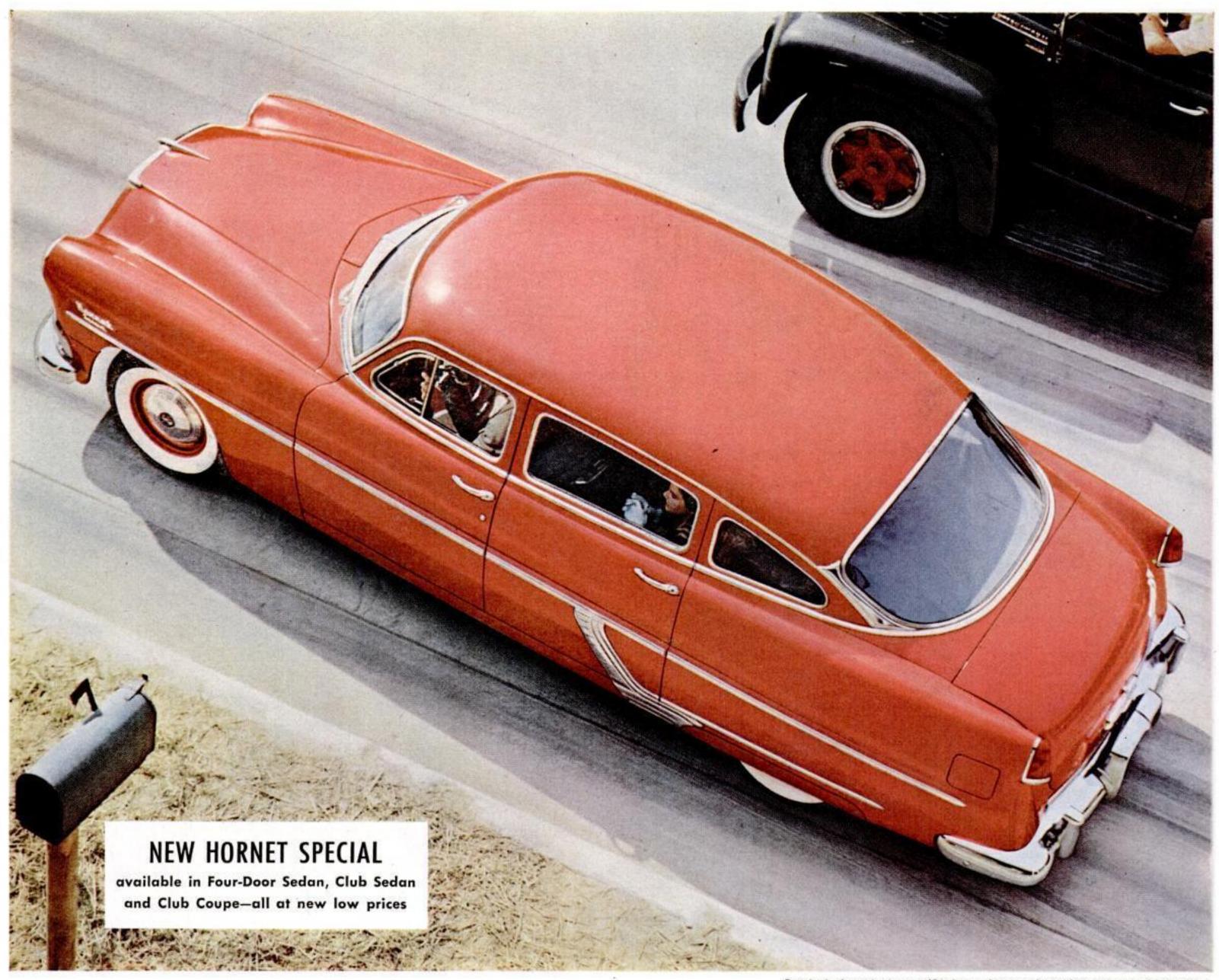
new dramatic actress resembling a younger Judith Anderson—something that turns up rarely on Broadway. The Cretan Woman is scheduled to move uptown to a bigger theater, but Jacqueline, who studied acting at Iowa University and went on a Fulbright Award to London's Royal Academy of Dramatic Art, says she would rather stick with her off-Broadway group, get some experience playing comedy even if it means continuing with her breakfast duties.

CONTINUED ON PAGE 145



Now, Burroughs offers you a new standard of operating ease
and convenience in ten-key adding-subtracting machines.
Light and compact in design yet durably rugged in construction,
the Burroughs Ten Key is new all through, with scientifically
positioned keyboard and controls . . . light-touch quick-action keys . . .
cushioned-quiet electric operation. See it today and you'll agree—
this great new Burroughs is truly the finest ten-key adding machine.
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Here's lightning-quick passing power

-with priceless new driving ease and safety-



You zoom up to passing speeds in a Hornet in only three fourths the time it takes most cars. This is proved, time after time, in electrically accurate tests with the fifth wheel, as shown to the left. Hudson's new, deep-breathing engines give you instant action power quick response at every point in your driving range. You have new command of the road - relaxed, safer driving.



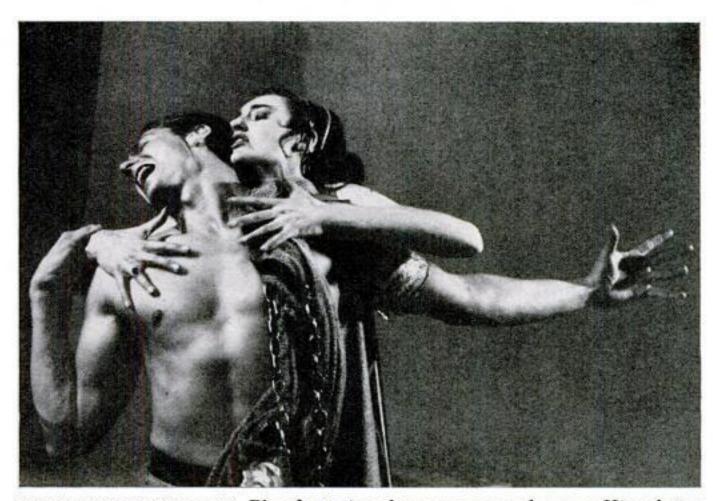
Hudson adds more ease and safety with an extremely low center of weight, so these cars hug the road. They are amazingly easy to handle on curves and rough surfaces. Unitized body-andframe construction (base frame extending outside the rear wheels) adds more rugged safety. Perfected power steering, improved power brakes are optional extras. Try Hudson - very soon.

HUDSON CARS PERFORM



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LOVE-CRAZED QUEEN CONTINUED



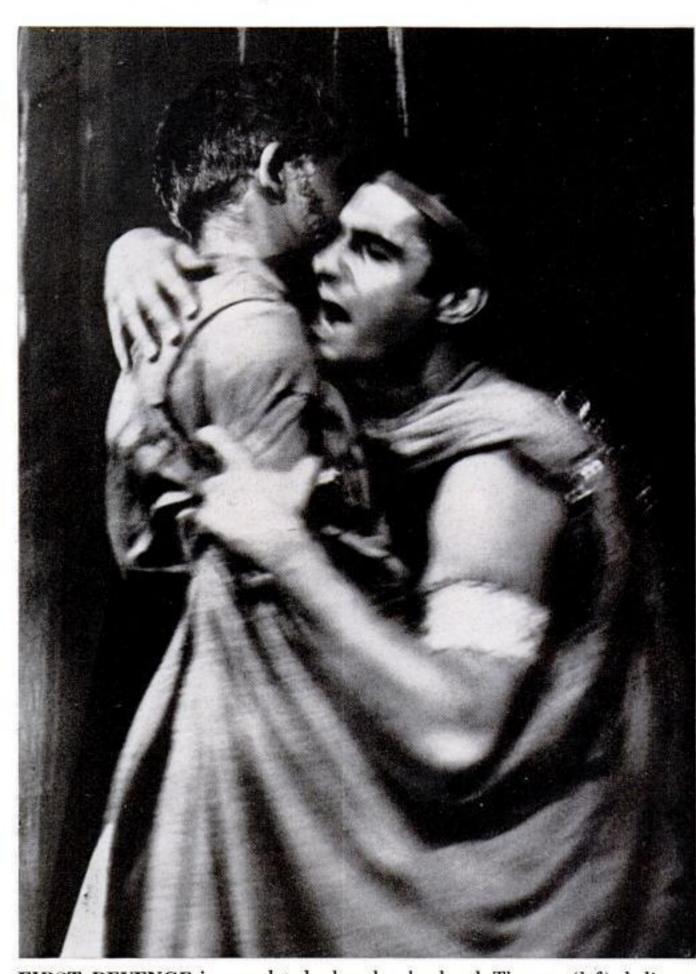
BEGGING FOR LOVE, Phaedra twines her arms around young Hippolytus (William Andrews), who recoils at such blandishments from his stepmother.



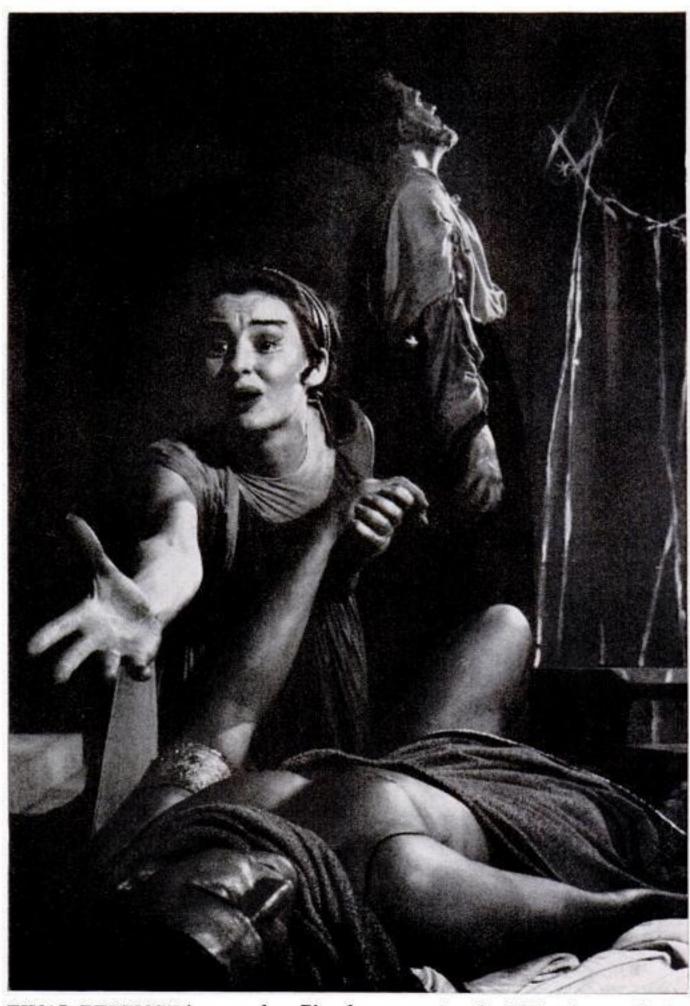
"I HAVE DEGRADED MYSELF," cries Phaedra after Hippolytus has torn away from her. Insane with love and humiliation, she plots to avenge herself.



LOVE-CRAZED QUEEN CONTINUED



FIRST REVENGE is completed when her husband, Theseus (left), believes Phaedra's tale that his son has seduced her, stabs the boy under his cape.



FINAL REVENGE is won when Phaedra, mourning dead Hippolytus, admits her lies to Theseus (Charles Aidman), who stands overwhelmed with grief.



If you like beer, you'll love Schlitz!

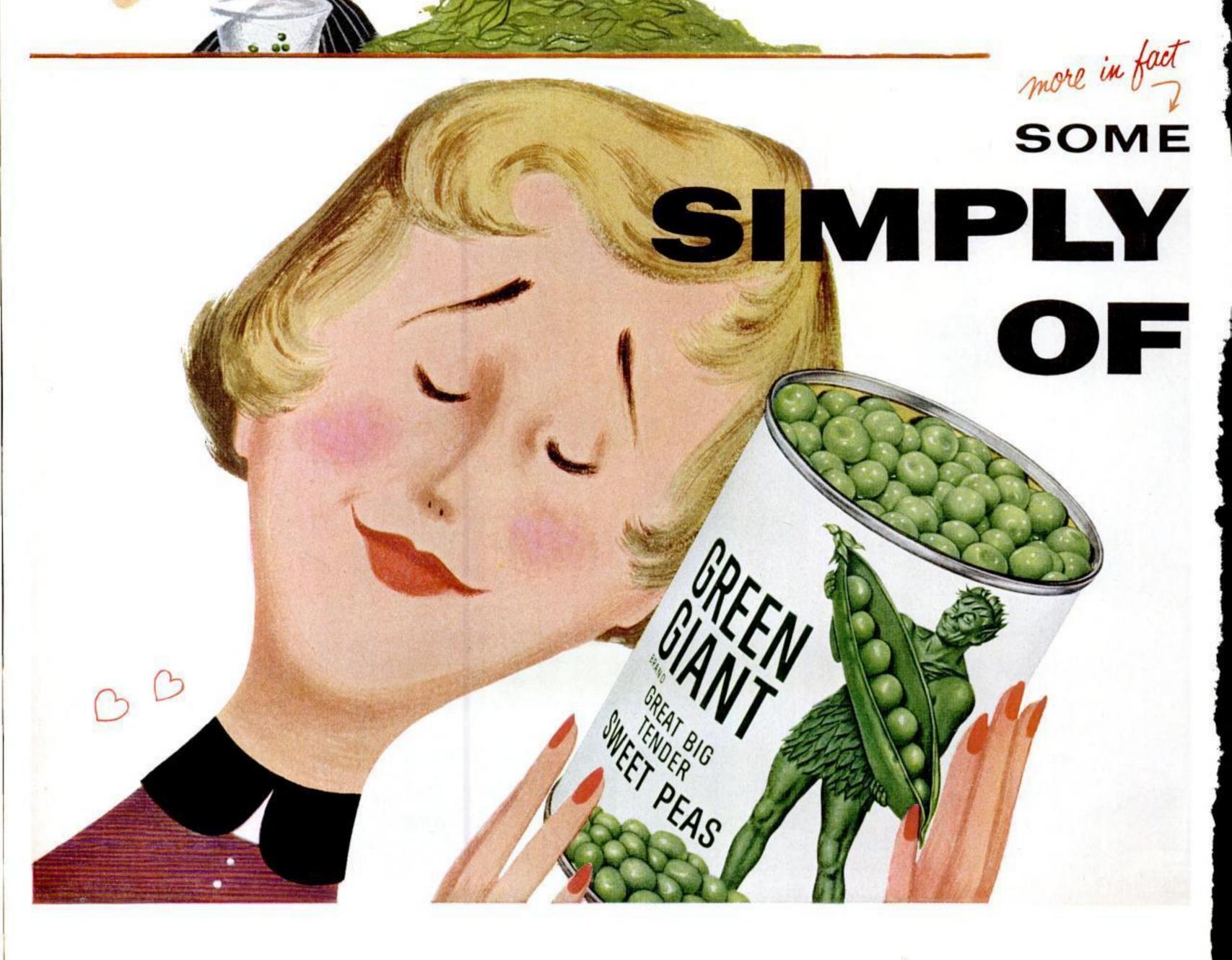




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SOME LIKE TO
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PEAS ?

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PEAS





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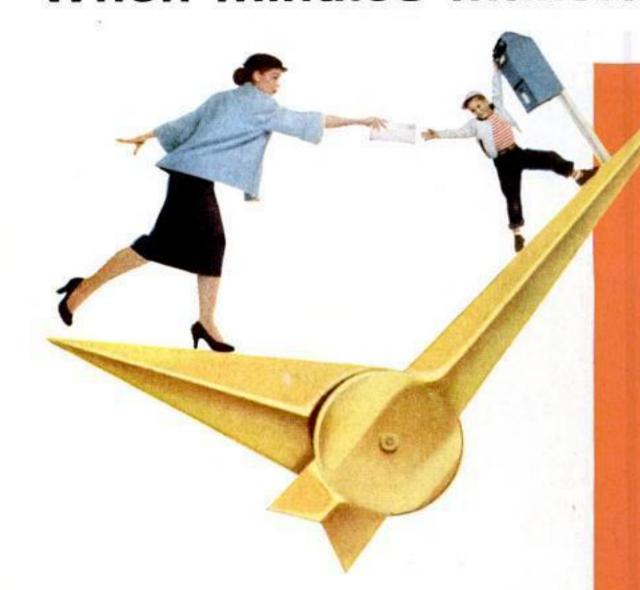
They should be after all the care the Green Giant takes to grow 'em that way. He plants his carefully selected peas in specially prepared soil where they grow to full size while still babies in tenderness. Then he picks 'em just before natural sugars turn to starch—at the fleeting moment of perfect flavor.

But there's more to it than sweetness and tenderness. Green Giant Brand Peas have a flavor all their own. Only you and your fork can demonstrate it. How about trying 'em tonight?

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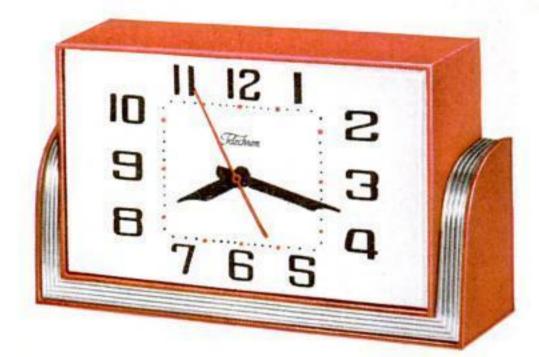
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HURRY! GET ENTRY BLANK WITH RULES FROM ANY TELECHRON ELECTRIC CLOCK DEALER—CONTEST CLOSES OCTOBER 15th

1,007 prizes 1st prize \$2,500 2nd prize \$1,000 3rd prize \$500

Four fourth prizes . . . Telechron electric clocks for every room in your home (eight clocks, retail value \$100). Plus 1,000 additional prizes of Telechron electric clocks.



Telechoice . . . new wall or shelf clock. Red, yellow, white or brown. \$5.98*



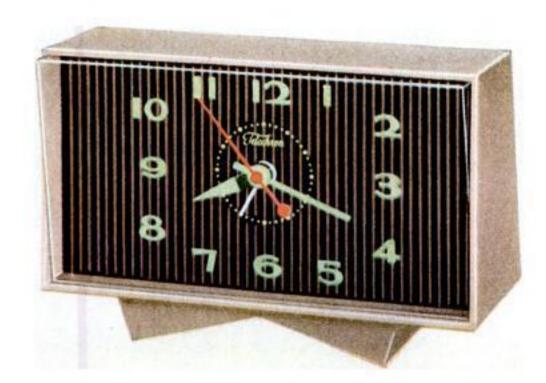
Dorm . . . small and smart-looking alarm. A beautiful buy at this low price. \$3.98*



Telecrat . . . handsome, new alarm with the rich gleam of gold-color metal. \$6.98*



Gracewood . . . new with luminous features. Mahogany, maple or blond finishes. Alarm. \$8.98*



Decor... new with luminous features. A decorator's delight in design. Alarm. \$7.98*



Swirl . . . kitchen or bathroom wall clock in red, yellow, blue, gray.

SEE FOR YOURSELF WHY A NEW TELECHRON ELECTRIC CLOCK BELONGS IN YOUR HOME

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Accurate...depend on it...can't run fast or slow

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Smartly styled...for every room in your home

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Go to your dealer and select the Telechron electric clock you prefer from the six styles shown here. Try it in your home for 10 days. If you are not completely satisfied, return it for a refund. Remember, the more you know about a Telechron electric clock, the better your chances to win in the \$15,000.00 contest.



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CHRIST OF THE DEPTHS

Italians dedicate world's first underwater statue as inspiration to those who dive beneath the sea

Off the northwestern coast of Italy, where the Genoese lost a bloody naval battle to the Venetians in 1431, an 8-foot-high statue of Jesus slowly descended into the sea. Fifty-six feet down in the calm, limpid water it was set to rest (next page) as a memorial for all those who have died in the sea and as a shrine for all those who like to dive beneath the sea. "The depths of the sea," said a message from Genoa's Cardinal Giuseppe Siri, "which up to our century were terrible and almost inviolate, are

now opening to men. Where men, the pioneers of new roads, are beginning to descend Our Lord and Redeemer descends today."

The world's first submarine statue, conceived by Duilio Marcante, Genoese underwater enthusiast, was made from bronze and copper trophies contributed by hundreds of Italian athletes and also from scrap salvaged from ships sunk in World War II. It weighs 900 pounds and sits on an 88-ton concrete base which will keep it firmly anchored during storms.



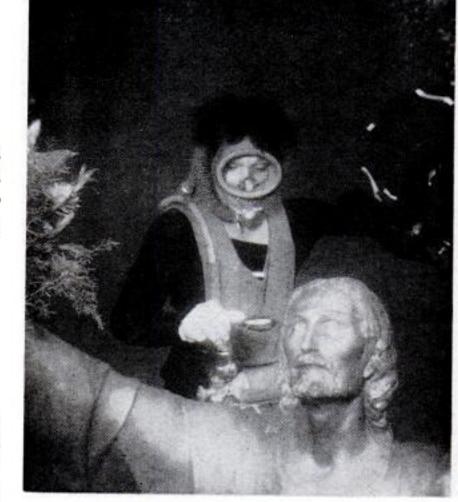
when was the
last time you
bathed your eyes?

Tomorrow morning, and every morning, discover the pleasant refreshment Murine can bring to sleep-filled eyes. Just two drops in each eye seems to float away the unpleasant accumulations in seconds. And the cooling, soothing sensation can help you start out feeling so much better. The same, during the day and at bedtime—weary or wakeful eyes gain quick, easy relief from Murine. Murine is gentle as a tear, so you can use it whenever your eyes would like. Why not acquire the regular, daily custom of a pleasant Murine "refresher" soon? It helps promote a clean, healthful condition. And Murine makes your eyes feel good.



Christ of the Depths CONTINUED

curious diver with an underwater camera in his hand comes down to take picture of the statue.



IMPLORING CHRIST in underwater photograph reaches to boatmen who can see figure on calm day.





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Sink stains fade -(It's really dandy!) With New Old Dutch -So keep Dutch handy!

When New Old Dutch Cleanser turns gold . . . it disinfects and deodorizes, too!



New medical reports prove*

WOMEN'S HANDS DAMAGED BY STRONG SOAPS AND DETERGENTS!

NOW! YOU CAN PROTECT YOUR HANDS FROM IRRITANTS!

USE PLAYTEX® LIVING GLOVES

FABRIC - LINED LATES

HAVE LOVELIER HANDS IN ONLY 9 DAYS



- Fabric-lined—for "bare hand" comfort.
- Made of Non-Allergenic "Living" Latex.
- Water-proof.
- Non-slip surface—for "bare hand" grip.
- Never sticky, never clammy.
- Extra-long turn-back cuffs to prevent drip, splatter.
- Easy on and off.
- Finger free, can pick up pin or dime.

Hands protected by Playtex Living Gloves cannot possibly be harmed by soaps, detergents or cleansers.

Strong soaps, harsh detergents continually dry out the skin, may even create ugly eruptions. (See photos at left)

Household cleansers, bleaches, waxes, polishes, and even lotions and creams, may aggravate already sensitive skins.

Hot water, oven heat, refrigerator cold, irritating household chemicals, can complete the drying, roughening, cracking — and the ultimate ruin of your skin and nails.

Yet You Can Prevent It All! Yes, All! Proof In Only 9 Days

Do all your housework — dishes, laundry, cleaning, scrubbing — with Playtex "Living" Gloves. The makers of these gloves, world's largest producers of dipped latex products, give you —

A Daring Promise Never Made Before:

In only 9 days PLAYTEX Gloves can help restore the natural smoothness of your hands.

Playtex "Living" Gloves give the natural oils of your skin a chance to bring back natural loveliness to your hands. Give your hands and manicures the complete protection they cannot get out of a bottle or jar. And:

The very first manicure you save pays for these Living Gloves.

Get them today . . . and have lovelier hands in only 9 days!

*The attention of the medical profession is called to the doctors' report in the September, 1953 issue of Archives of Dermatology etc., dealing with the effects on women's hands of soaps and detergents.



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100% Wool Chinchilla Coat with the new luxurious cowl collar, deep turn back cuffs. Milium insulated rayon taffeta lining. Sizes 8 to 18. Now 31.95, Usually 39.95



Coot Dress-all feminine flattery with smart braid trim, full skirt. Rayon menswear or nubby rayon tweed. Sizes 12 to 20, 141/2 to 241/2. Now 7.89, Usually 10.95



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Girls' 2-piece Ensemble. Quilted skirt in lustrous printed rayon plus sweater in cashmere-like cotton with quilted trim. 7 to 14.

Now 3.99, Usually 5.98



Girl's Stormcoat with matching pixie hat. Sturdy rayon and nylon gabardine with warm quilted lining, "Timton" collar, knit wristlets. 7-14. Now 11.99, Usually 16.99

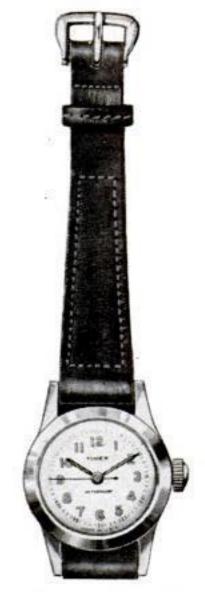


Zip-Lined Gabardine Trench Coat. Sturdy rayon with Nylon added for long wear. Water repellent, Milium lined, interlined sleeves. 8 to 18.

Now 14.95, Usually \$20

TIMEX

THE ACTION WATCH FOR ACTIVE PEOPLE



♥IMEX SPORTSTER (Small Size)

Sweep-second hand, radiolite dial, chrome case, stainless steel back, all leather band . . . famous V-Conic movement.

> \$ 95 EACH

ONE YEAR

GUARANTEE

PLUS 10% FEDERAL TAX



(Full Size)



Subjected to many kinds of water tests and shock tests waterproof* Timex Marlin and Sportster watches have also been given rigorous, "in use" tests by outstandingly active people. In performance, style and price Timex proves itself a favorite every time.

*Timex Marlin and Sportster models stay waterproof and dustproof as long as crystal, crown and back are intact and, if removed, expertly replaced.

PRODUCT OF THE WORLD'S LARGEST MANUFACTURER OF WRIST WATCHES . 500 FIFTH AVENUE, NEW YORK 36 . CANADIAN OFFICE: 1300 JANE STREET, TORONTO 9



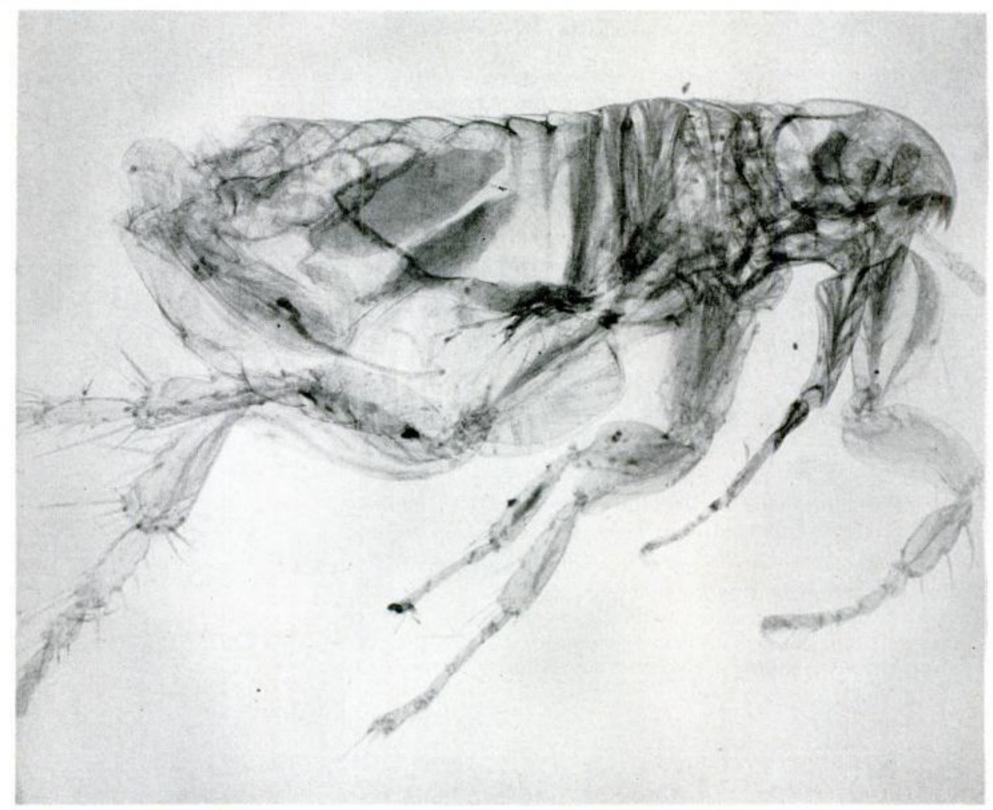
ANT'S HEAD, MAGNIFIED 175 TIMES IN X-RAY PHOTOMICROGRAPH, SHOWS DELICATELY JOINTED ANTENNAE AND POWERFUL MUSCLES WHICH OPERATE ITS JAW

INNER BEAUTY OF INSECTS

New X-ray reveals tiny forms

The fragile beauty of the pictures on this page resembles drawings of half-transparent sea creatures. Actually they are among the first clear X-ray photographs ever taken of such minuscule objects as a flea (right) and an ant's head (above). They were photographed on an X-ray microscope newly perfected by General Electric which achieves its great detail by generating X-rays from a spot only 1/100,000 of an inch across. The smaller the source of X-rays, the clearer the details they reveal.

Biologists can use the new microscope with its great depth of focus to see the structure of tiny plants and animals in a single picture instead of looking at cross sections through regular microscopes. With the new device, metallurgists can look right inside the crystals of metals (next page) to find flaws and impurities instead of seeing only the outer surfaces reflected by either visual or electron microscopes.



MAGNIFIED FLEA is 85 times life size. To make its viscera and its complicated muscular structure

even more clearly visible, scientists can take stereoscopic photographs to get a three dimensional view.



Living Dangerously?

My Junior Fire Marshal showed me how careless I had become

This was a special day in Gary's life. I sensed it the minute he walked in wearing that fire hat.

His story spilled out in all directions . . .

Big meeting at school. Appointed Junior Fire Marshal. Very important to prevent fires. Chief Wilder said so. He gave me this fire hat, Mom. And a report to fill out at home. My class can win a banner...

It was wonderful to see Gary taking so much interest in protecting his home. I dropped what I'd been doing, and we began checking on fire hazards.

Believe me, that report opened my eyes to the careless habits I'd fallen into! I'd been living dangerously and all because I hadn't realized the simple steps to take for safety.

If you have a youngster in school, the chances are you'll be hearing about the Hartford Junior Fire Marshals during National Fire Prevention Week, October 2 to 9.

Last year, nearly three million enthusiastic children asked parents' help in completing a Junior Fire Marshal's Home Report. Right now, the sixth annual drive is under way.

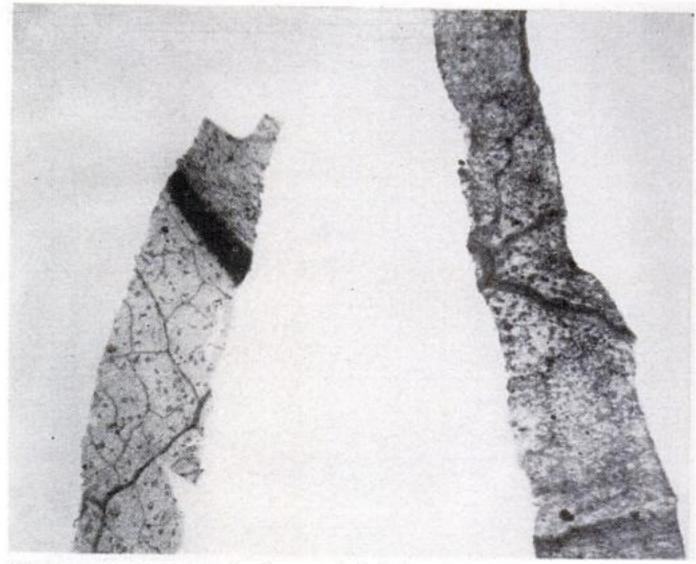
The Marshals are sponsored as a public service by the Hartford Fire Insurance Company. Thousands of public-spirited Hartford Agents from coast to coast - on their own time administer the program in their communities. Schools, fire departments and other civic groups cooperate generously.

Year in and year out you'll do well with the

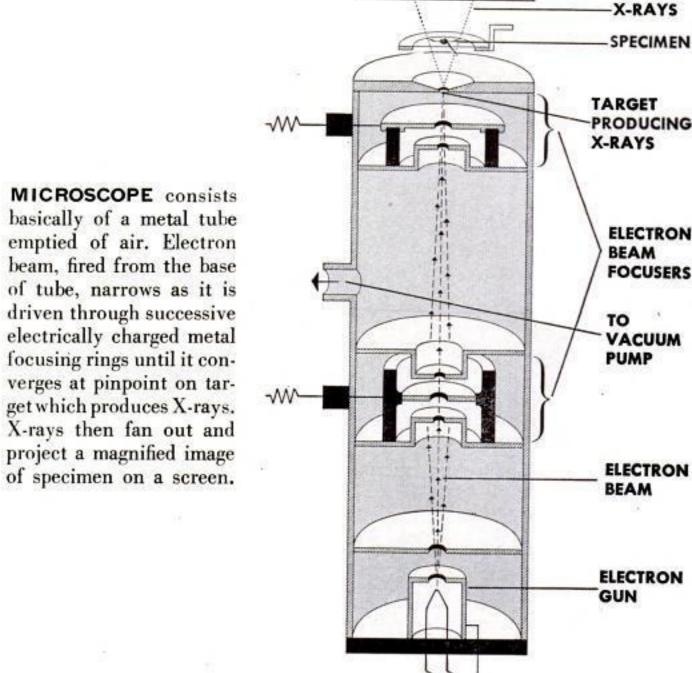
Hartford

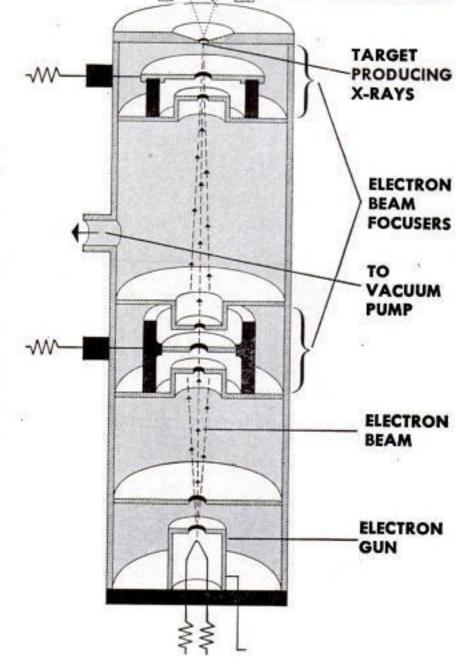
Hartford Fire Insurance Company . Hartford Accident and Indemnity Company Hartford Live Stock Insurance Company Hartford 15, Connecticut

Inner Beauty CONTINUED

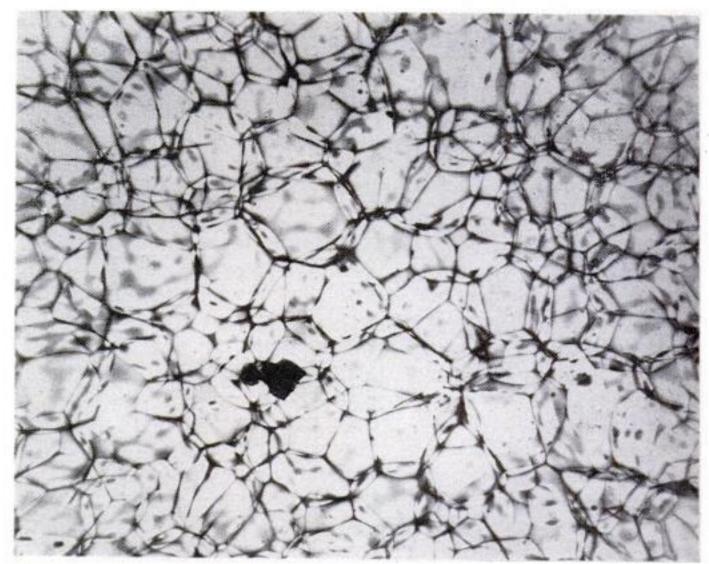


X-RAYED TOBACCO from unsmoked (left) and smoked cigarets shows the heavy deposits on smoked shred which cover up leaf's delicate vein structure.





IMAGE



CRYSTAL STRUCTURE of aluminum-tin alloy reveals that tin (dark lines and spots) is distributed unevenly around aluminum crystals (light areas).



Stops destructive Acid Action caused by cold-to-hot engine operation

Alkaline X-100 Motor Oil neutralizes acids that form in your engine before it is fully warmed up. It stops acid action—the major cause of engine wear.

Any day of the year, cold starts and high running temperatures can damage your engine.

Engines are "cold" until they reach operating temperatures well above 150° F. Until then, by-products of combustion condense to form acid on engine parts, etching and pitting cylinder walls and piston rings. This acid action, not friction, is the greatest cause of engine wear.

Because of the variations of temperature in today's stop-and-go driving, acid action can eat away your engine during 1 mile out of every 3 you drive.

Shell X-100 Motor Oil has an exclusive advantage, an alkaline additive developed by Shell Research, which protects your engine against acid action.

Because X-100 goes to work immediately, even under the coldest operating temperatures, it neutralizes the acids before acid action can damage vital engine parts.

Shell X-100 also protects your engine at high operating temperatures. Its super-tough molecular film maintains its strength under the extreme heats and pressures of hard highway driving—in effect putting a friction-proof buffer between the fast-moving parts of your engine. Shell X-100 Motor Oil is



In addition to the other X-100 qualities, this new multi-grade oil "hushes" knock and increases gasoline mileage. You get back its extra cost many times over.

A New Shell X-100 Motor Oil (Premium-10W-30)

Designed especially to provide an extra margin of safety for today's high-horsepower engines.







You know it's a buy when it's a best seller

When some product of man's mind and hand wins the public's heart completely—for its looks, its soundness, and its solid worth—its sales shoot up to dizzy heights.

Such a star is Buick today—for today Buick is outselling all other cars in America save two of the so-called "low-price three."

You can easily see why.

Introduced last January, these Buicks are *still* collecting groups of curbside inspectors — they have that rare kind of design that stays fresh no matter how long you look.

The windshield alone is a stopper. You've seen how its gleaming glass sweeps way around—gives you almost a lighthouse outlook. And you can expect a lot of "me too" attempts at that next year!

But we most definitely believe that the best way

to see a Buick is from the inside looking out. That's where, in really roomy luxury, you see what a Buick can do.

You note the swimming ease with which it hits its roadstride—in a matter of small-size moments. A prodigiously powered V8 engine sees to that.

You see bumps ahead you never feel; the curves become more like straightaways. That's Buick's famed Million Dollar Ride in play, and a frontend geometry of faultless precision.

Perhaps what you won't see is why anyone should settle for less than all this. Especially when few more dollars — if any — buy so much more in Buick. Especially when trade-in time will write a strong "Amen!" to such a beautiful buy.

Come in and see how easy it is to own a Buick and how good it feels to drive such a best-selling bargain. BUICK sales are changing history!

The sales standings of a generation have been changed—by Buick. Latest figures for the first seven months of this year show Buick outselling all other cars in America except two of the so-called "low-price three." That's your tip-off that this is the greatest Buick buy in history—that this much-wanted car will be much-wanted when you resell it, too—and that such huge sales volume permits us to give you a bigger trade-in allowance today. Come in and make the buy of the year—this week!

BUICK the Beautiful Buy

MILTON BERLE STARS FOR BUICK—See the Buick-Berle Show Alternate Tuesday Evenings Starting Sept. 21

SEE YOUR BUICK DEALER

MOVIES



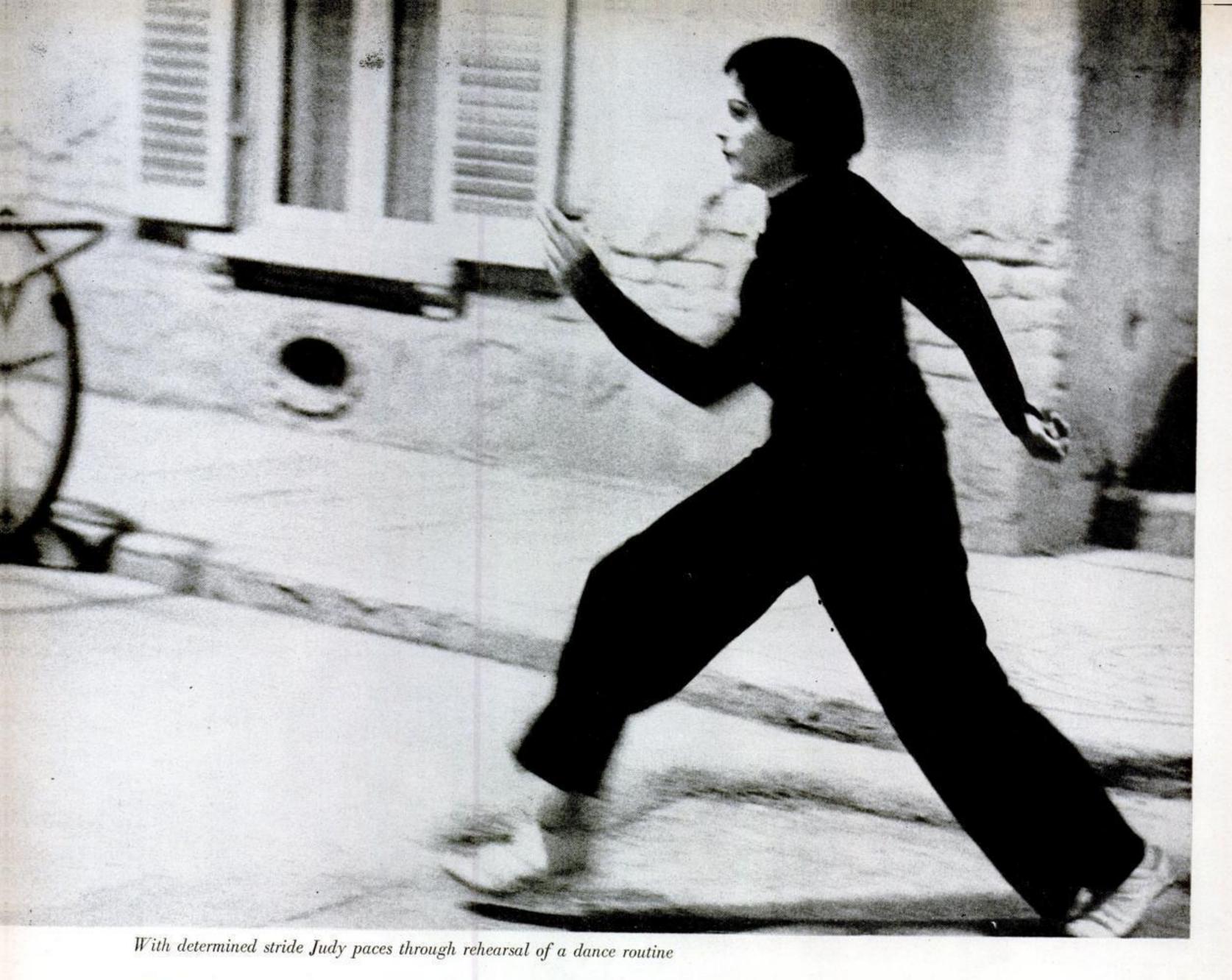
Between endless retakes on Star Is Born set, Judy, as a ragamuffin newsboy, leans on hydrant for support.

NEW DAY FOR JUDY

Garland's energy and talent create then overcome obstacles in 'Star Is Born'

A Star Is Born, the year's most worrisome movie, has turned out to be one of its best. In it onetime teenage star Judy Garland (see cover), now 32 and out of movies for four years, not only makes a film comeback almost without precedent but puts herself right in line for an Oscar. Warner's set out to do this remake of the 1937 Hollywood drama as a normal, fairly high-budgeted

(\$2.5 million) production. But it was stretched out agonizingly by perfectionist Judy's insistence on endless retakes, her demands for new musical numbers, her fiery temperament, her boundless energy (see next page). Star took 10 long months and a staggering \$6 million to make. The result, however, a brilliantly staged, scored and photographed film, was worth all the effort.





In a temper, Judy bawls out a studio technician

Knocked out after a dramatic scene, Judy rests for a moment



NEW DAY FOR JUDY CONTINUED



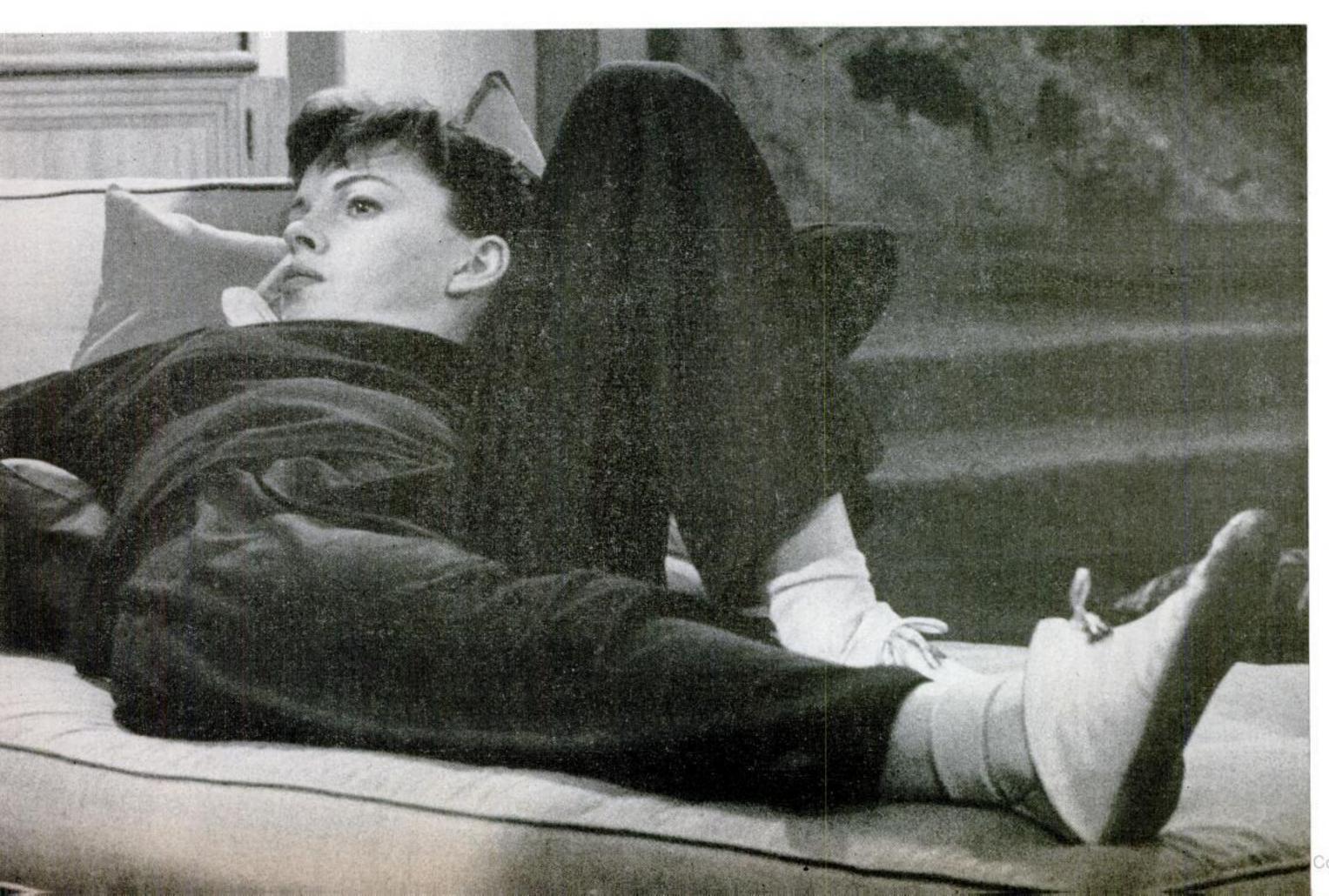
Judy declaims to Mason and Cukor (right)

Dynamic Judy ran own show

It was hard for her colleagues to keep up with frenetic Judy Garland who, as these pictures by Sanford H. Roth show, worked herself to exhaustion every day. Veteran Actor James Mason, who capably plays the rising star's falling husband, did keep up. And Director George Cukor, a specialist at handling difficult female stars, managed brilliantly to keep the production rolling without stifling Judy's boundless spirit. But principal credit for the success of A Star Is Born unquestionably goes to imaginative, tireless, talented Judy herself.



Old vaudevillian Garland teaches Actor Mason how to dance



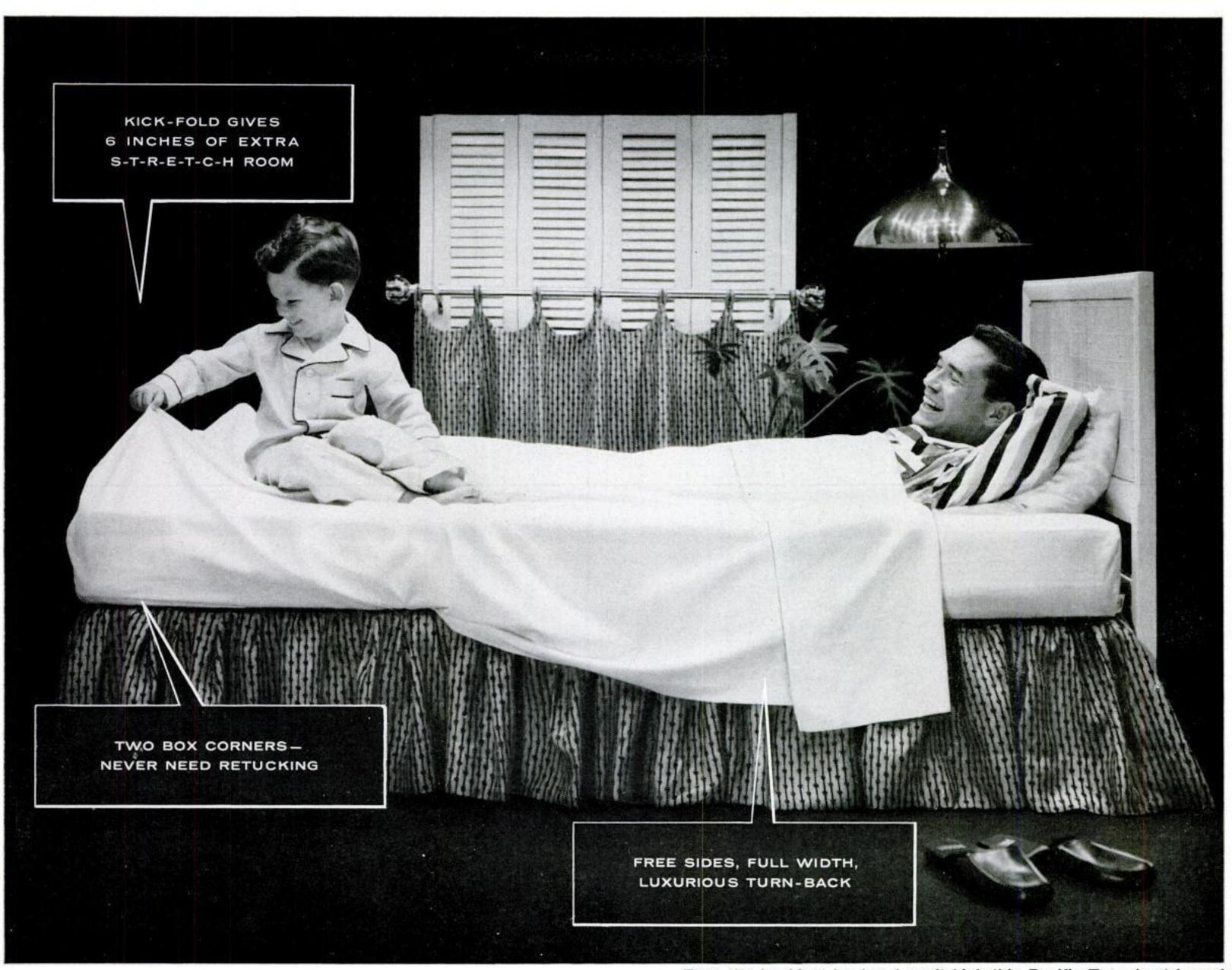
Copyrighted material



With camera grinding, Judy prances through her Lose That Long Face song-and-dance number in which she plays New Orleans newsboy.



Holding her two-year-old daughter Lorna on her lap, Judy listens pensively to a playback of "Downbeat Club" number she has just recorded.



Even the huskiest husband can't kick this Pacific Top sheet loose!

Look...no hemmed in toes with this kick-fold—only the Pacific Contour Top Sheet has it!



Most husbands turn, twist, flop, stretch, scrunch some 25 to 50 times during a night.

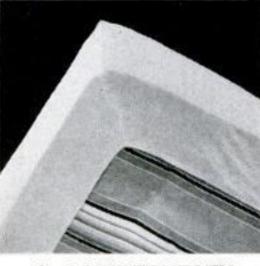
These he-men need Pacific Contours! Only the Pacific Contour Top* sheet with its unique Kickfold gives your stormy sleeper plenty of toe room, yet keeps him covered, too. And the Pacific Contour Bottom sheet stays smooth all night!

Solid comfort for your husband. Three-times faster bedmaking for you! Pacific Contours cost not a penny more than flat sheets. Get yours today.

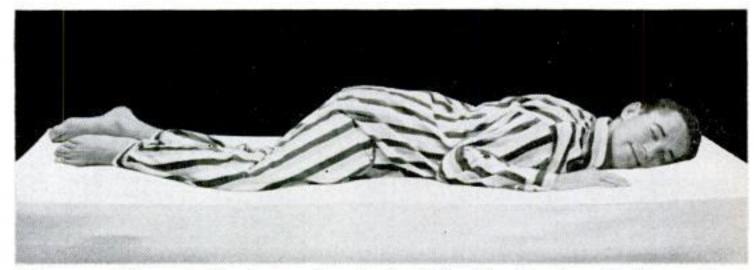
Every size from crib to extra-large. Special size for $4\frac{1}{2}$ foam-rubber mattresses. Sanforized[®].

"Contour" is the registered trademark for Pacific's fitted sheets

*Pat. pend.



And UNDERNEATH—
Four Pacific box corners hold
your bottom sheet snug all
week long. It won't wrinkle!
It can't pull out!

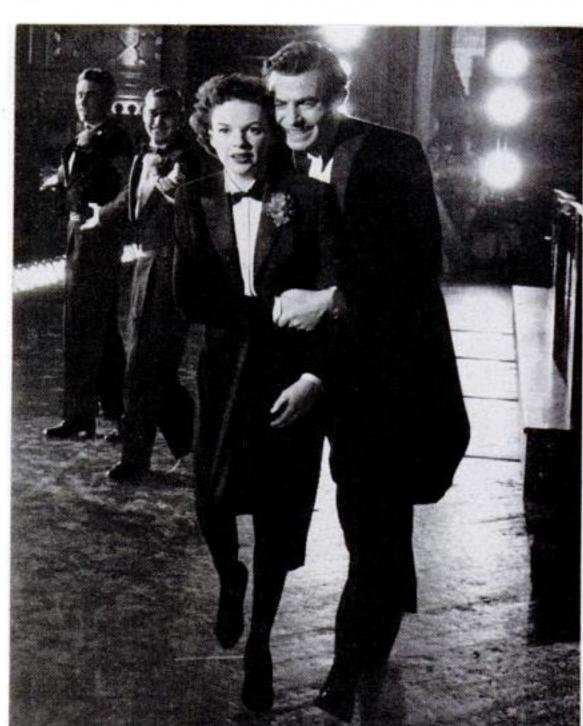


Sleep on this wrinkle-free, stay-tucked Pacific Contour Bottom sheet
It's the best-loved sheet of America today! when you combine it with the roomy foot
freedom of the Pacific Contour Top sheet
this famous Pacific Contour sheet for the
smoothest sleeping comfort ever . . . And relaxing sleep of your life!

EVERYBODY'S CHANGING TO

PACIFIC Contour SHEETS

WRITE FOR BOOKLET. PACIFIC MILLS, DEPT. 9L, 1407 BROADWAY, NEW YORK 18 • PACIFIC CONTOUR SHEETS • PACIFIC CONTOUR CRIB SHEETS • PILLOWCASES • SUPERSORB® TOWELS • PACIFIC SILVER CLOTH



DRUNKEN STAR Norman Maine (James Mason) is helped off stage at benefit by alert singer Esther Blodgett (Judy Garland).



BIRTH OF A STARLET occurs when grateful star Maine, who arranged screen test for Esther, scrapes glamorous make-up off so she can act herself.



MARRIAGE PROPOSAL, made by Maine to Esther, is picked up by equipment at recording session and played back to them.

STORY 'STAR' TELLS



Mrs. Grace Brown of Scarsdale, New York, keeps her hands lovely as a bride's with Jergens Lotion. She says:

"I use detergents as often as you ... but Jergens Lotion keeps my hands pretty!"



Grace does plenty of laundry by hand. Detergents help, but they could ruin her hands. How does she keep them so pretty?



Jergens Lotion! This famous formula has been continuously improved for fifty years to help heal chapped, red hands instantly!



No other lotion works faster, or penetrates deeper. Lovelier hands at once! Jergens never leaves a sticky film (as many others do).



Contains two softening ingredients doctors have used for years. And Jergens, the world's favorite hand care, costs you less.

Use Jergens Lotion-avoid detergent hands



Let us buy your first package of Pablum

OATMEAL BARLEY AND RICE CEREAL

You already know Pablum Mixed Cereal— Now try three other varieties at our expense!

Just do this: 1. Buy a package of Pablum Oatmeal, Barley or Rice Cereal* (or one of each) at regular price at your druggist's or grocer's. 2. Mail box top showing price mark from any—or all three—of these cereals to: Pablum, Box 5155, Chicago 80, Ill. Enclose your name and address on separate piece of paper. Please print plainly. Your purchase price will be refunded promptly.

You'll please your baby more with a variety of cereals and you'll save money at the same time! Pablum, you know, is fully pre-cooked, easy to digest and enriched with vitamins and minerals your baby needs. Doctors have been recommending Pablum for 23 years as best to start on, best to stay on. (Babies agree—how they love Pablum!)

So accept our offer now! Your request must be postmarked by midnight, October 15, 1954. Offer good in continental United States, Hawaii and Canada. Mail Canadian box tops to Pablum, Box 2111, Toronto, Ontario. Refunds limited to one package of each eligible variety per family.



New, Free-flowing Handi-pour Spout

Adjustable. Opens to wider angle so cereal flows freely. Closes to keep cereal FRESH.

*(Sorry, offer not good on Pablum Mixed Cereal. Offer void if this proposal is taxed, licensed, restricted, prohibited in your area, city, county or state.)

4 varieties at your druggist's or grocer's

NEW DAY FOR JUDY CONTINUED

no matter how active you are...



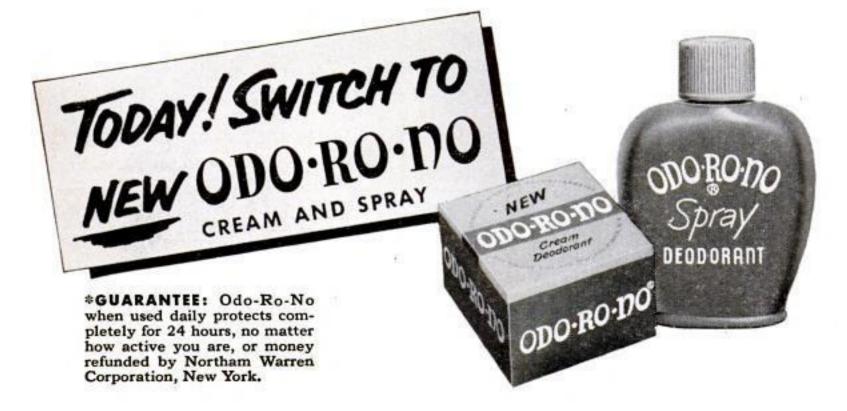
gives you 24 hour protection **GUARANTEED***

NEW

A super-effective, "Action-Proof" ingredient now in Odo-Ro-No — perfected after years of research — brings you the safest, surest deodorant protection ever known!

No other deodorant promises full 24 hour protection no matter how active you are – because no other deodorant has the secret of this remarkable "Action-Proof" formula exclusive in new Odo-Ro-No!

Switch to new Odo-Ro-No! See how much safer you are with this amazing anti-perspirant than with ordinary deodorants that only check odor. See for yourself how completely Odo-Ro-No stops odor—instantly controls perspiration—instantly supplies EXTRA PROTECTION for active moments! Never sticky, always gentle, no other deodorant is safer for skin and fabrics.





FALLEN STAR Maine, drunk again and jobless, asks audience for work from the stage where his wife, now a top star, is receiving an Academy Award.



AFTER FOUR-DAY BENDER, brought on by hints he was sponging off wife, Maine is rescued from night court by Esther, who vows to quit movies.



AT ACTOR'S FUNERAL following his suicide to save her career, the griefstricken Esther is mobbed by hysterical fans who break through bodyguard.

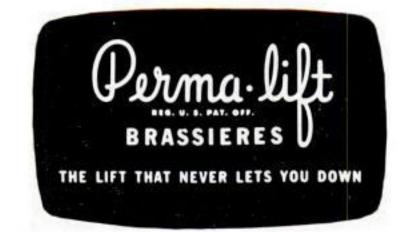


Magic makes the difference!

Glamorous Perma·lift stitched cup bra with the Magic Insets—the "Lift that never lets you down" Comfortable, controlling Perma·lift Pantie with the Magic Oval Crotch—Can't Ride Up—Ever

There's magic in these "Perma·lift"* garments—a magic that lifts you, smooths you, slims you in unbelievable comfort and beauty. Your "Perma·lift" Stitched Cup Bra is designed with the exclusive Magic Insets at the base of the bra cups. Soft, yet firm, the insets support your breasts from below and that support lasts for the long life of these grand new bras.

Illustrated—On figure. "Perma-lift" Bra #161—\$2.50 in fine Cotton. Left panel, #160 finest quality broadcloth—\$3; Right panel, beautiful embroidered cotton—\$3.



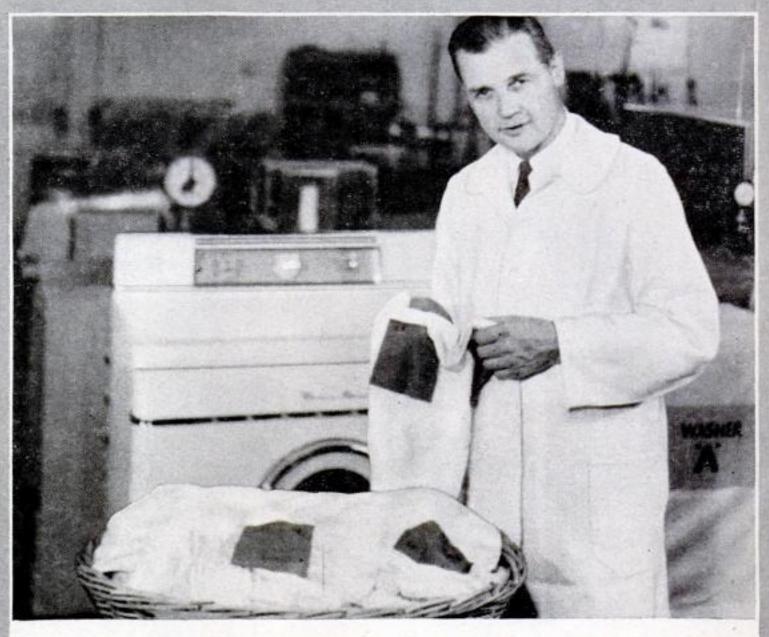
"Perma·lift's Magic Oval Crotch Pantie"** just can't ride up ever. Run or walk, sit or stand, the scientific design guarantees that your "Perma·lift" Pantie will stay comfortably in place all day long. Let the Magic of "Perma·lift" make your dream of a beautiful figure come true. Get a personalized fitting at your favorite corset department today.

Illustrated—Magic Oval Pantie #3803—\$7.50—others \$5 to \$10.95
*"Perma-lift"—A trade mark of A. Stein & Company. **Pat. applied
for. Chicago—New York—Los Angeles (Reg. U.S. Pat. Off.)

Lady, you never

More News about the World's First Washer-Dryer all-in-one!

These pictures show an atomic washday! In an independent laboratory* authorized by the independent laboratory* authorized by the Atomic Energy Commission to conduct research with radioactive materials. Result—more headwith radioactive materia



1 Radioactive Dirt Is Added to Ordinary Soil in Atomic Washday Test
The difference between these pieces of cloth and your family wash is that they contain dirt radioactivated with isotopes from the Oak Ridge Atom Laboratories. That's so the Geiger Counter can measure the amount of soil in each washer-load.

ATOMIC PROOF: IMPROVED BENDIX TUMBLE-ACTION WASHES CLOTHES CLEANER

The photographs above show you how these atomic washday tests were made. But only a lucky neighbor who already owns a Duomatic or your Bendix dealer can show you why this amazing washer-dryer actually washes clothes 3 ways cleaner. The secret is the Bendix Duomatic's new, improved Tumble-Action.

See the Exclusive Hi-Lift Deep-Surge Tumble-Action

Bendix Tumble-Action raises clothes higher, plunges them deeper than any other washing action! And the Duomatic washes your clothes as gently and safely as you would by hand—but far more efficiently! Actually lifts, drops and flexes them in the suds more than 500 times in a 10-minute wash!

See the Exclusive Magic Heater

Other washers let wash water cool off—but not the Duomatic! The exclusive Bendix Magic Heater maintains the temperature

of the water all through the washing cycle... keeps it extra hot for tough-job washing... gets your whole wash sanitary-clean!

See the Exclusive Triple-Rinsing and Flushaway Draining

After it thoroughly washes your clothes, the Duomatic keeps them tumbling in two deep rinses and one flush rinse. Traps and flushes away the dirt so that dirty water never strains back through clean clothes.

Don't wait to get the full story of the world's only washer-dryer all-in-one. See your Bendix dealer or mail the coupon today!

Bendix Duomatic Actually Washes 3 Ways Cleaner Than Other Leading Automatics!

1. SURFACE SOIL REMOVAL

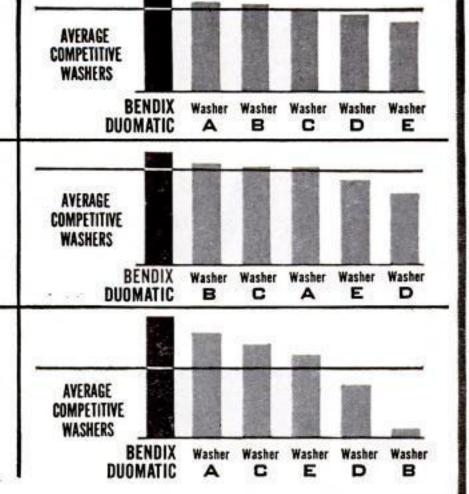
Scientific tests showed that the Duomatic removed more surface soil. Fabrics came out whiter, brighter newer looking—than any of the other automatics washed them.

2. THOROUGH CLEANLINESS

The Duomatic washed clothes cleaner of both surface and deeply imbedded soil than the five other leading automatics—by actual Geiger Counter test!

3. MOST CONSISTENT WASHING

No half-clean loads...no half-clean garments in the Duomatic! Every item in every wash came out cleaner every time!



BENDIX DUOMATIC

saw a washday like this before!



2 Five Loads Are Washed in Each of Six Leading Automatics

Atomic scientists load each machine and put it through its washing cycle, following manufacturer's directions. Five full loads are washed on five different days. This tested the consistency of each automatic's day-to-day washing performance.



3 Geiger Counter Measures Dirt Left in Clothes After Washing

The Geiger Counter detects and measures deep-down dirt the eye can't see! And it shows that the Bendix Duomatic Washer-Dryer gets out more *imbedded* and surface soil ... washes every item in every load cleaner—than any of the other leading automatics!



Turns into a DRYER <u>automatically</u>

after it washes your clothes!

The pictures above tell only half the story! For the same Duomatic that washes clothes cleaner than other leading automatics is also the world's finest dryer... yes, a washer-dryer all-in-one! Just load it and leave it! Your clothes come out thoroughly washed...thoroughly rinsed...thoroughly dried! Ready to put on... iron... or fold and put away!

Duomatic Fluff 'N Tumble Action Dries Clothes the Safe Way

The Duomatic fluffs and tumbles your clothes dry ever so gently... with billows of air and very low heat. No "baking" to weaken fabrics... even your daintiest garments are completely safe. And all garments stay separated as they're blown dry. No balling, no deepset wrinkles. Adjustable Time Control provides for complete drying for wearing or storing... or damp drying for easier ironing.

Now...Your Choice of Gas or Electric Drying

Now every woman can enjoy the wonderful convenience of the world's first washer-dryer all-inone. The Bendix Duomatic takes only 36 inches of wall space... little more than a separate washer alone!

And it's now available for either gas or electric drying...so your husband has no excuse now not to get you a Bendix Duomatic. Take him in to see it today!

BENDIX HOME APPLIANCES . Div. AVCO Manufacturing Corp. . Cincinnati 25, Ohio

In Canada Bendix Automatic Laundry Appliances are manufactured and distributed by Moffats Limited, Weston, Ontario.

> Now, your choice of GAS OR ELECTRIC DRYING

Please send me the booklet that tells the complete Duomatic Story

Address_____State_____

Mail coupon to: BENDIX HOME APPLIANCES, Dept. T-94 1329 Arlington, Cincinnati, Ohio

WASHER-DRYER...ALL-IN-ONE



Other EXIDES \$1395
As Low As

Now EXIDE offers batteries at all price levels—there's an EXIDE to meet your driving needs and your pocketbook.

All EXIDE Batteries are guaranteed—and remember, the EXIDE Guarantee is backed by 66 years of business integrity. No matter what kind of driving you do or when you do it, the new Exide ULTRA START® with the dual-purpose Levelex is by far your best battery buy.

FOR HIGH-MILEAGE DRIVING—ULTRA START resists overcharge . . . gives longer life.

FOR STOP-AND-GO DRIVING—ULTRA START holds its charge better . . . stays "healthier".

- *IN COLD WEATHER—increases power to meet heavier starting loads and greater demands on the battery.
- *IN HOT WEATHER—increases protection against damaging effects of high under-hood temperatures—that means longer life for your battery.

Water is needed normally only three times a year. See your Exide Dealer for complete battery service. He is listed in the yellow pages of your telephone directory.



Exide AUTOMOTIVE DIVISION, THE ELECTRIC STORAGE BATTERY CO., PHILA. 2, PA., Exide Batteries of Canada, Ltd., Toronto

SPORTS

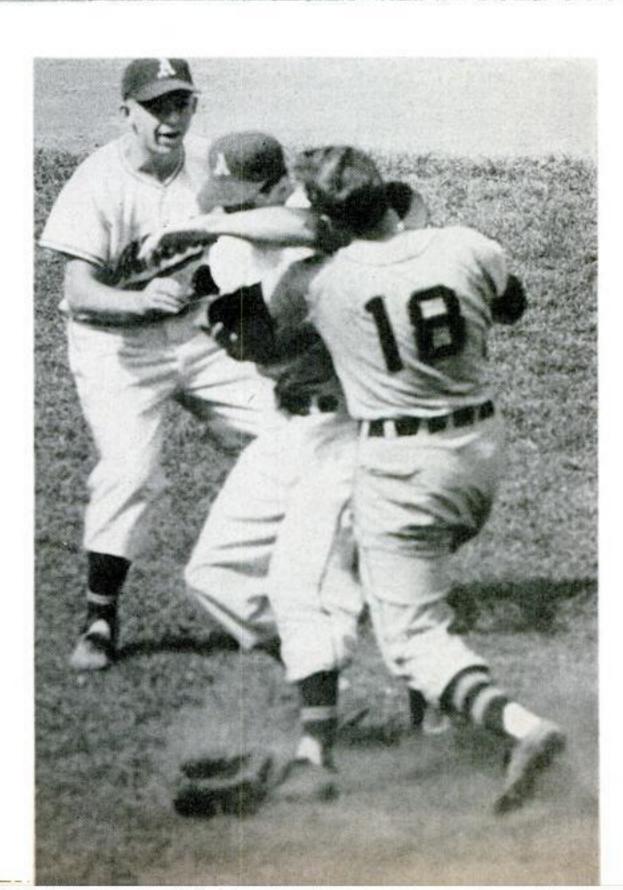
heating up, ill will between Tigers and Athletics almost becomes an open fight when A's Fricano just misses Harvey Kuenn with high pitches. Plate Umpire Ed Hurley holds a furious Kuenn off.

FREE-FOR-ALL FOLLOWS THE BEANBALL



While leaders fight for pennant the second division fights period.

The front running teams in the major leagues, with the pennants at stake, were locked in desperate battle (pp. 176, 178). But down in the second division, with nothing at all at stake, other teams were taking their games just as seriously and two of them produced the action of the week. It took place in Philadelphia where the fifth place Detroit Tigers met the seventh place Athletics. Pitcher Marion Fricano resorted to a repertoire of inside pitches he calls "pushaways," but which the Tigers figured were beanballs. A Fricano pitch made Detroit Shortstop Harvey Kuenn duck. Moments later another whizzed behind his head. The shortstop charged the mound (top right). Next inning Fricano went to bat, pushed a bunt toward first base. Detroit Pitcher Steve Gromek grabbed the ball, waited menacingly on the first-base line. Choosing to avoid the tag, Fricano ran down the third-base line (above). Very next inning Gromek came to bat. He stood as far away from the plate as possible. But Fricano hit him in the back. In an instant Gromek was at the mound (right). Gromek was fined \$100 for fighting, Fricano \$150 for throwing at batters. "How can they say I was throwing at batters?" Fricano protested. "Are they mind readers?"



expecting a hard tag from Detroit Pitcher Steve Gromek, runs toward third base instead of first base. Umpire Hurley called Fricano out because he ran outside of the base path.

winding up the afternoon's friction, Gromek, normally one of the mildest men in baseball, attacks Fricano on mound to start melee which players on both teams joined in for a full five minutes.

CONTINUED ON NEXT PAGE



from 10,000 B. C... to tomorrow A. D...

the pride of man's wardrobe has always been leather...and, today, man's newest and finest clothing is suede leather by Scully. Soft, smooth, supple, smart...there's no other leather apparel like Scully Suedes.

The Scully Suede coat (Style #15), perfect for campus or casual wear, everywhere. Under \$50. In handsomely tanned shades of beige through brown.

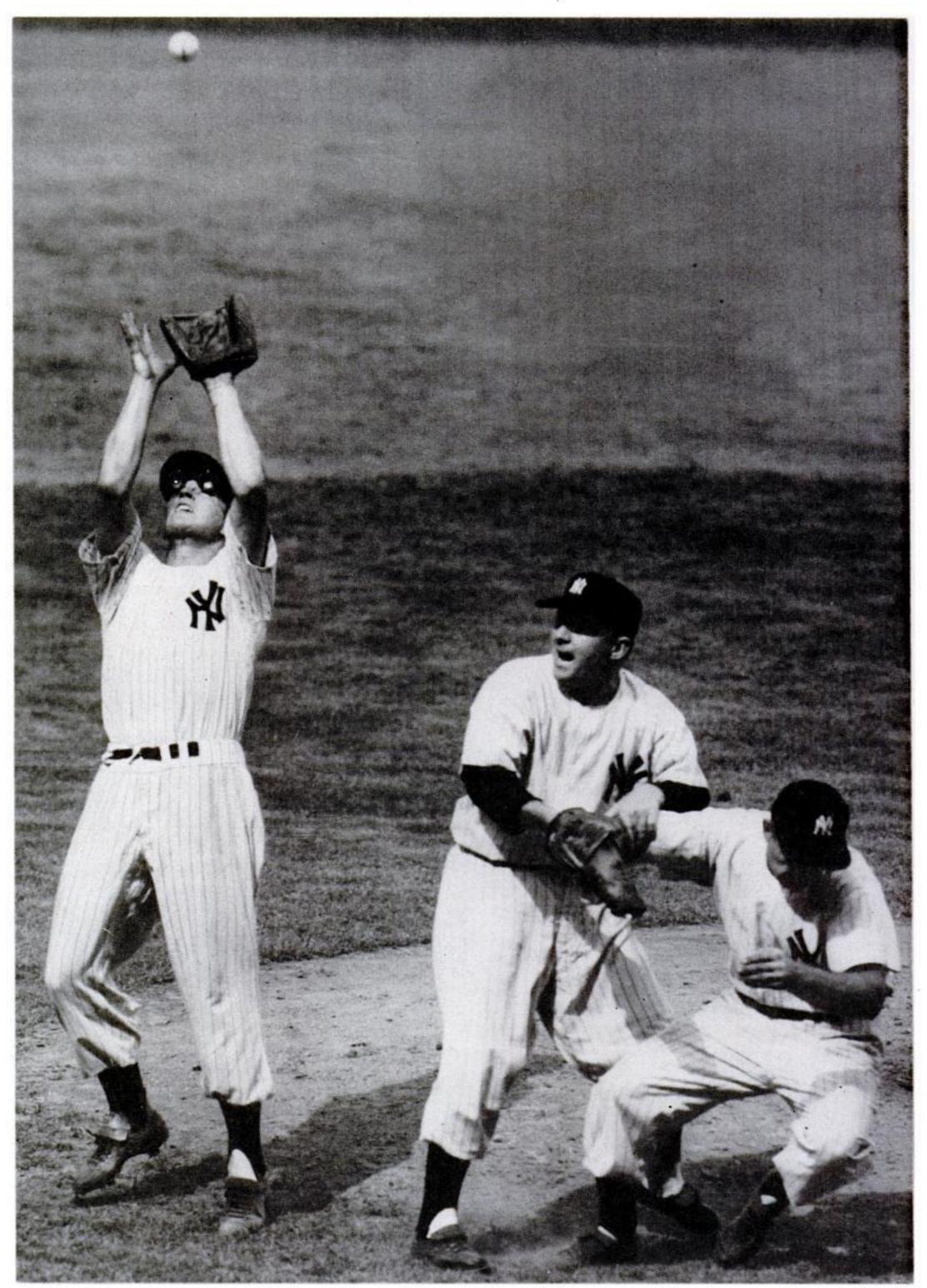
Her three-button Scully Leisure Jacket (Style #L36) has patch pockets, man-tailored styling, available in 19 colors in suede leather, eight shades in capeskin, at about \$55.

Ask your retailer for a free Scully Suede Fashion Book...he'll be glad to order one for you.

Scully Suedes

725 East Washington Boulevard





TO AVERT COLLISION LOPAT BLOCKS FIRST BASEMAN COLLINS, YELLS AT THIRD BASEMAN CAREY TO MAKE CATCH

A PUSH HELPS YANKEES WIN BUT THEY'RE STILL SECOND

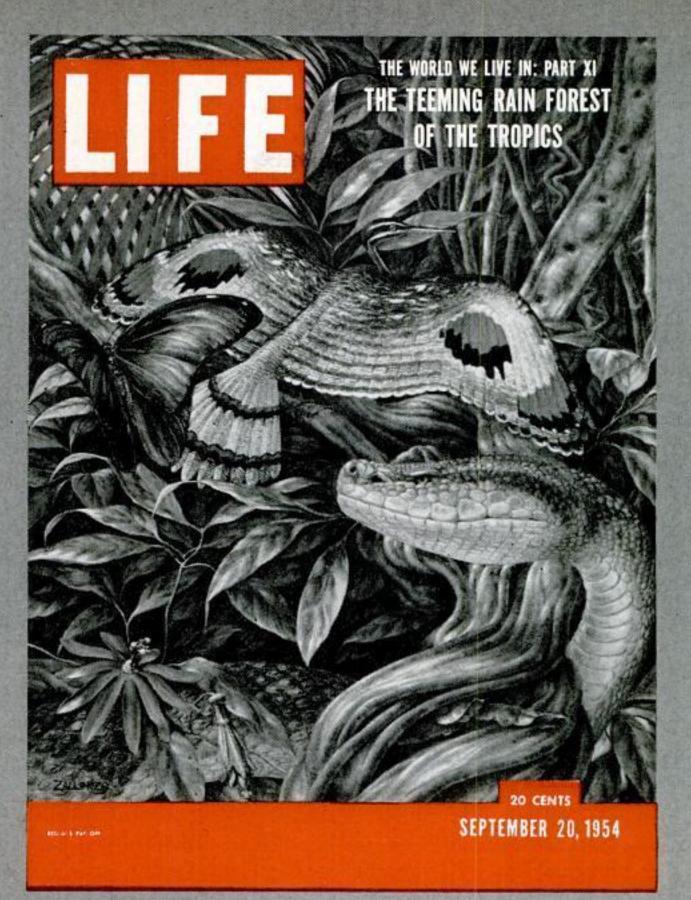
Four and a half games behind Cleveland, the New York Yankees had to make an all out push against their rivals in a three-game series in New York. The Yanks pushed valiantly but not quite hard enough, gaining only a single game on the leaders. Their most effective single push was provided by Pitcher Eddie Lopat. In the second game, as a high pop dropped toward the Yankee infield, Lopat saw First Baseman Collins and Third Baseman Carey both race for the ball. He gave Collins an unceremonious shove and knocked him down, enabling Carey to make the catch.



BALL CAUGHT, Lopat helps Collins get up. Latter did not hear Lopat call Carey's name because of roar of crowd.

In Next Week's Issue

Part XI



ALFRED EISENSTAEDT

The World We Live In

EXT week, in 23 pages of color photographs and paintings, Life will present "The Rain Forest," 11th installment in our continuing exploration of "The World We Live In."

The rain forest is massive virgin jungle, which covers more than one-tenth of all the earth's land surface. Yet for all its size, little is accurately known about the area, for few white men have ever ventured off its river highways into the green heart of it.

To uncover the kind of scientific information that has characterized previous essays in Life's "World We Live In," Life had to send three expeditions to the rain forest. One, a scout, located a tract in rain-drenched Surinam, South America. Another organized a crew of natives and set up camp. The third, consisting of Photographer Alfred Eisenstaedt, Reporter David Bergamini and Artist Rudolph Zallinger, spent two months there gathering material for the only comprehensive pictorial report in color ever published on the forest.

From their tree perches (see cuts) and on

the sunless floor of the canopied forest Life's explorers observed a strange, luxuriant world. Here "roses" grow 150 feet high, "violets" soar higher than the tallest New Hampshire apple trees. Rare tropical fungi sprout in the shape of cocktail glasses. Iridescent butterflies flutter through the shadows. Spider monkeys hurl themselves 50 feet through the air with a single swing of their sinewy tails. Leaping lizards bound up from branch to branch and iguanas high-dive into shallow brooks. Monstrous snakes slither from the camouflage of twisting lianas to kill their prey.

To scientists who know of the rain forest only through technical accounts, the detail of the drawings and photographs which the expedition brought back will represent much that is botanically illuminating. For the lay reader this full color folio will provide an instructive evening's reading. And for children, just getting back to school after adventurous summers, "The Rain Forest" will be quite an adventure in education.

Andrew Heiskell, Publisher

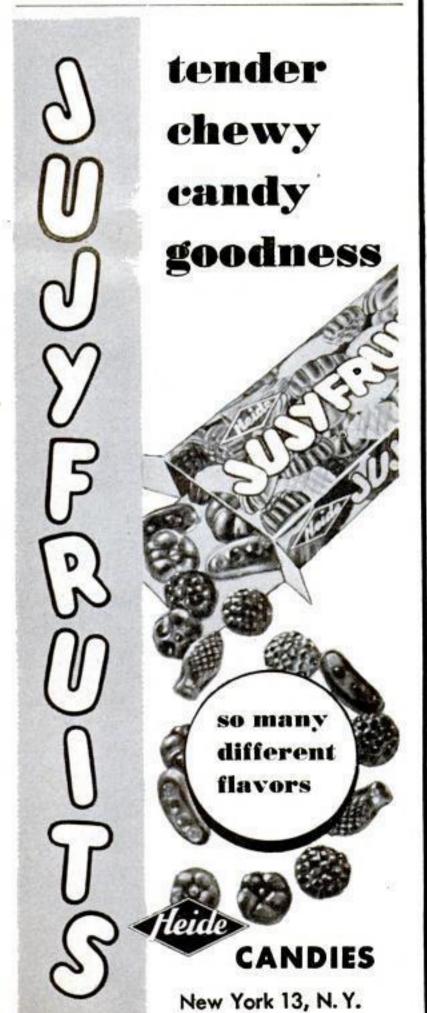


RUDOLPH ZALLINGER



DAVID BERGAMINI







RUNNING HARD, Giant Shortstop Alvin Dark bowls over Dodger Catcher Rube Walker to score in the first game of the series, which Giants won 7-4.

SOME HARD PLAY BRINGS GIANT JOY

In the National League the series between the Dodgers and Giants went a long way toward doing what the Cleveland-Yankee series failed to do—settle the outcome of a pennant race. The Giants, with Willie Mays (pp. 133–141) making a late bid for the batting championship, played a fast, smart game to win the series, take a commanding lead. But Manager Leo Durocher refused to consider the pennant won. His wife Laraine (below), who watches most home games, was even more cautious. "I just sit there," she explained, "and hope for the best."



TWO HAPPY GIANT FANS, Movie Star Spencer Tracy and Laraine Day Durocher, leave Polo Grounds shortly after New York's first victory of series.



and at your shoe repairer's

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Hearty eaters everywhere will love this

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American Can Company not only perfected the modern food container . . . it also developed many of the canning processes that today bring you real *on-the-spot* flavor and even more vitamins than you often get in "fresh" varieties.

Solid eating—so simple to fix—
when you use today's finest-ever canned foods!

Lumberjacks have a knack with stick-to-the-ribs food. Stew is a favorite. Not just plain stew—rich meat often with chicken, Limas, zesty seasoning.

They simmer it for hours. You can match it in minutes, easy as rolling off a log—by using ingredients that come in Canco cans made by American Can Company.

You don't even have to peel apples to make a pie

NORTHWOODS LUMBERJACK STEW

2 cans (1½ lb. each) or 3 cans (1 lb. each)
beef stew
1 can (14 or 16 oz.) chicken fricassee
1 can (1 lb.) Lima beans, drained

1/2 cup chili sauce
2 tablespoons grated onion
11/2 teaspoons Worcestershire sauce
1/2 teaspoon garlic salt

Combine all ingredients; simmer 10 minutes, stirring carefully.

HOT BISCUITS

Bake refrigerated prepared biscuits according to label directions. Reheat over grill in covered pan or aluminum foil, if desired.

APPLE PIE

For crust: Prepare pastry for two-crust 9-inch pie, using your favorite shortening.

For filling:

2 cans (1 lb. 4 oz. each) sliced apples

1/2 to 3/4 cup sugar

1 tablespoon canned lemon juice

2 tablespoons flour 1 teaspoon cinnamon and ½ teaspoon nutmeg or 1½ teaspoons apple pie spice

1 tablespoon butter or margarine

Drain apples, reserving ¼ cup juice. Combine apples, reserved juice, sugar, lemon juice, flour and spices. Turn into pastry-lined pan; dot with butter or margarine. Cover with top crust; seal. Bake in hot oven (425°F.) 45 to 50 minutes. Serve with cheese. Makes one 9-inch pie.

BEER • ALE

For greatest convenience buy beer and ale in non-returnable cans . . . the Canco cans trademarked "Keglined."

These recipes serve 6. You may use can weights that vary slightly from those given here. Recipes were developed in Test Kitchens of American Can Company.

Important Note: Whenever you do not use a full can of food . . . cover and keep the remainder in the refrigerator right in the can. It's safe—and it's sensible!

NEW! "Food for Entertaining— Better with Beer"

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for dessert. They come in cans, too. All this convenience doesn't cost a penny. You actually save money.

The price of canned foods in recent years has risen far less than other foods. One reason is American Can's leadership in developing special linings which not only protect flavor, but permit use of *less* tin, thus helping you to eat better for less money.

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Be thrifty – buy quality buy Delsey

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CIRCLING SQUARES

1,200 couples at an Omaha dance festival give the Docey Do Hash a whirl

The 1,200 costumed couples in 300 "squares" at Omaha, Nebraska's annual square dance festival assembled for the Docey Do Hash. At the call "join hands and circle four" the jumbled crowd in the Ak-Sar-Ben Coliseum swirled into

brilliant whorls of color. On a balcony 215 feet from the orchestra Photographer Hugh Sidey opened the shutter of his camera for two seconds and by the light of the overhead lamps "ghosted" on film the colorful circling squares.







PERFECT RICE WITHOUT GOOKING

Just add to boiling water for perfect rice every time!





No washing! No rinsing! No draining! No steaming!

Think of it. Now you can make perfect rice every time—just by adding Minute Rice to boiling water! This amazing rice is pre-cooked . . . always comes out snowy and fluffy, perfectly delicious. No work, no guesswork, no sticky pans—and just pennies per serving! Pick up a big economy package, the very next time you shop!

Product of General Foods

Simply Delicious . . . And So Simple To Fix! MINUTE RICE WITH DEVILED EGGS

Top the eggs with your favorite cheese sauce, serve on a snowy mound of rice—and you've a slim-purse sensation that's extra-easy, thanks to easy-fixin' Minute Rice! For 4, add 1½ cups Minute Rice and ½ teaspoon salt to 1½ cups boiling water. Cover, remove from heat, let stand 13 minutes. Every grain pops out plump, distinct, tender—most delicious rice you ever tasted! (Mix with 2 tablespoons finely chopped parsley for a special touch.)

There's no other rice—no vegetable—so simple to prepare as Minute Rice.

Try it with meat, poultry, sea food—in soups, casseroles, desserts. And look for the special recipes on the package—they're heavenly dishes you make in a hurry!

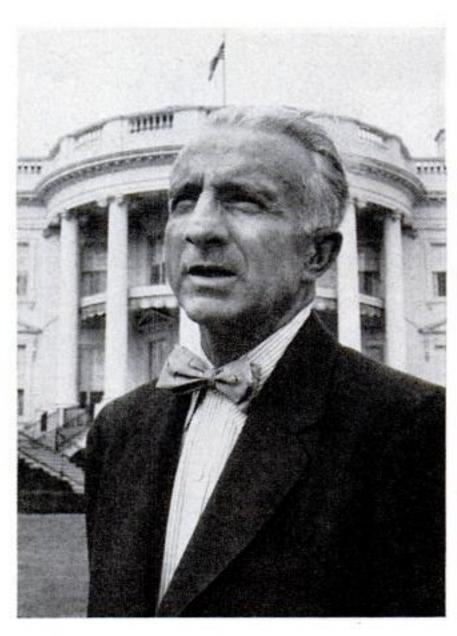


THE PERSONS BROTHERS from Montgomery, Ala. come together in Washington. They are Seth Gordon Persons, 52, the governor of Alabama (left), Major

General Wilton Burton Persons, 58, a Presidential aide (foreground), Brig. General John Williams Persons, 55, and the Reverend Frank Stanford Persons II, 67.



IKE'S AIDE JERRY needed help at age one to pose upright for picture (above). Now deputy assistant to the President, he stands (right) in front of the White House.



PERSONS BROTHERS CONTINUED

weekdays, from 7 to 11 p.m. on Saturdays and from 9 a.m. to 7 p.m. on Sundays.

"Good God, looking back on that I can't remember if Papa ever had any fun," says Brother Burt. "He didn't smoke or drink or swear. The strongest language I ever heard him use was 'Confound it!' But when he said that, the roof shook.

"Papa took good care of his money. He bought houses around Montgomery and fixed them up into apartments. When he died, in 1914, he left \$75,000 worth of property. That was a lot for those days.

"The thing that impressed me most about Papa was his sense of duty. Here was a little man who had nothing to start with and gave his life to raising his boys. Maybe he was too strict in some things but he accomplished what he set out to do. He gave us all a better start than he had."

Frank, the oldest brother, recalls another clue to Papa's sternness.

It concerns the death of their only sister, Katie.

"Papa never smiled much after Katie died," Frank says. "He loved little girls and wanted one. Katie came after he already had two boys. The summer she was 8 years old we all went down to stay with Mama's folks in the country. There was an old well out behind the house where we got the most delicious cold water on hot days. Later we felt differently about that well. One day Katie got sick and was put to bed on a couch, where she was cutting out paper dolls. She dropped her scissors on the floor and leaned over to get them. In her feverish condition she fell off the couch and the scissors stuck in her hip. The doctor thought she must have blood poisoning and took her to the hospital to operate. But her fever got worse and she died.

"Later we all came down with typhoid, and we knew what had been

wrong with Katie."

Mama painted china

AMA was the exact opposite of Papa. She was soft-hearted and forgiving, and liked to laugh and joke with the boys. Mama painted flowers on china, and she loved pretty clothes and earrings. She didn't care much for housework. After Papa became prosperous Mama enjoyed getting dressed up in the afternoon and taking the boys calling on her numerous relatives and friends. On one occasion Jo, Burt and Willie hung one of Papa's advertising signs—GIVE PERSONS' PURGATINE TO YOUR CHILDREN—on the back of her buggy, and Mama drove all over town without noticing it.

Both Mama and Papa came from families that have spawned shoals of Southern celebrities. Mama's grandfather was the famous Judge Benjamin Faneuil Porter, who helped found the first female college in Alabama and composed several Confederate war songs, including When Parting from the Friends We Love and Ye Cavaliers of Dixie. Papa's middle name, Stanford, was inherited from his beautiful Georgia mother, Ann Eliza Stanford, who was kissed by General Lafayette when she was 8 years old. One of his brothers, Thomas Turner, was a dashing Confederate captain. A sister married a cousin named Persons and from this union there came, in the following order of descent: 1) a distinguished professor at the University of Ala-

bama who wrote a book titled Fertilizers: How to Make and Use Them; 2) a Mississippi River captain named Augustus Archilus Persons Jr. ("Cousin Archie"); and 3) a writer of modern fiction who was christened Truman Streckfus Persons but is now known as Truman Capote.

The Persons brothers, like other well-brought-up young Montgomerians, were sent first to Miss Gussie Woodruff's private elementary school, and later to Starke University School, which stood across from the state capitol. "Old Man Starke" was a schoolmaster after Papa's own heart. He was so short he had to stand on a platform to hand out diplomas, but he was in the Napoleonic mold. If a boy failed to get his lessons done during the week he reported to Mr. Starke after classes on Friday and tried again. If he failed then, he went home with Mr. Starke and worked through Saturday and sometimes even Sunday. Mr. Starke had his own kind of discipline which he applied when he thought a boy was shirking.

"He'd cut a mulberry stick about 18 inches long and as big around as a lead pencil," Willie remembers. "He had you hold out one hand and gave you 25, and then the other hand and gave you 24. The reason he did that was because a boy fainted once on number 50."

WILLIE got more whippings than any of the brothers. Gordon was a close runner-up. Burt got the fewest, just as he always got the best marks in school. "Burt was Mama's pet," says Brother Frank, who suffered his share of the cowhide. Frank could be stubborn as a boy, and he still is, about things he believes in.

Despite their common environment and training, each of the boys developed a distinct personality quite early. Burt, for example, was the one who tried hardest to please his parents and his teachers. He was a gold medal winner at Starke's and captain of his drill team at Alabama Polytechnic Institute, where he majored in electrical engineering. Burt himself thinks the fact he was born on Robert E. Lee's birthday, Jan. 19, had an uplifting influence on his life.

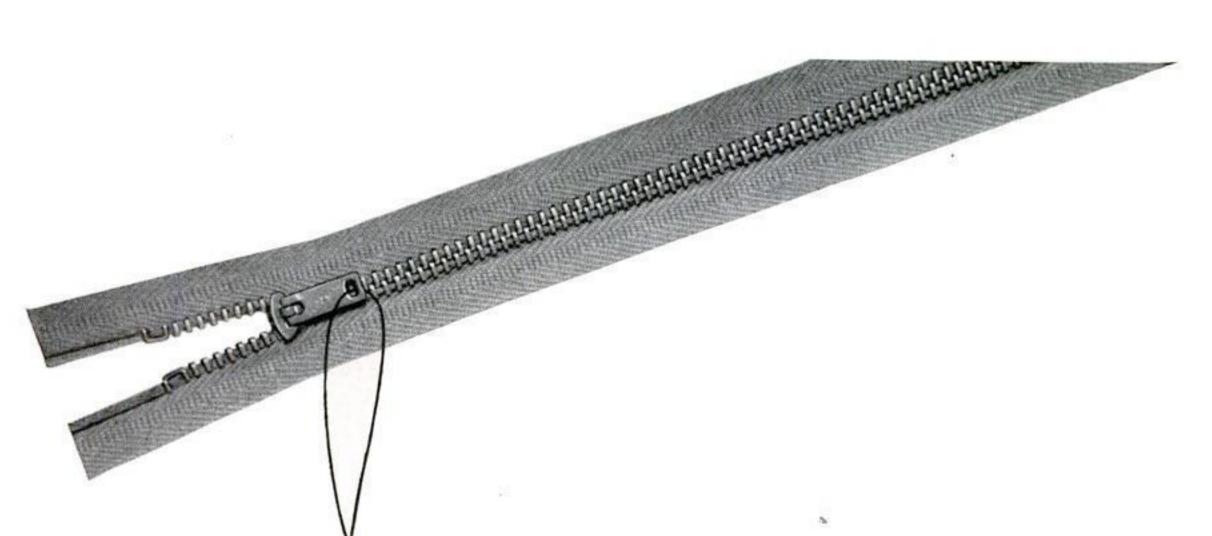
When the U.S. entered World War I, Burt hurried to a Boston recruiting office to apply for the officers' training corps. But he only weighed 129½ pounds. The Army's minimum was 133. He sneaked out of the recruiting office and went to the nearest drugstore, where he introduced himself as the son of a fellow druggist and a man in need of help. The proprietor promptly sent out for a dozen bananas. "I stood on his scale eating bananas and drinking water until I gained three and a half pounds," says Burt. Then he went back and joined the Army.

He was assigned to the Coast Artillery and served in France as a kid captain in charge of a battery of 8-inch howitzers. After the war the Army sent him to the University of Minnesota where he taught military tactics. After studying business administration at Harvard, he wound up in the office of the Assistant Secretary of War, where one of his jobs was furnishing information about Army appropriations to the House Military Affairs Committee.

CONTINUED ON PAGE 190



THREE GENERATIONS of Major General Persons' family—his wife Alice (left), son Wilton B. Jr., his wife and daughters—pause in a Washington park.



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GENERAL WILLIE, who got most whippings as a boy, became a Canadian Air Force instructor in 1917 (above). At right, he is now commanding officer at Randolph Field.



PERSONS BROTHERS CONTINUED

That was in the early 1930s, when Major Dwight D. Eisenhower was working just down the hall in the office of Chief of Staff MacArthur. "Ike" and "Jerry" Persons became close friends, and they have been ever since. Jerry was a grass widower at the time, and an ideal extra man at parties. Often he danced with Mamie while Ike, who preferred bridge to dancing, sat late over the cards.

When, in 1941, defense spending became a bigtime matter, Jerry Persons became a bigtime operator. His rank progressed rapidly from major to major general and he was the Army's top lobbyist on Capitol Hill. He was jaunty and convivial; he liked the representatives and senators, and they liked him. By the time he retired from the Army in 1949, he had helped guide over \$200 billion worth of military and defense bills through Congress. He wanted to go overseas during the war, and his friend Ike sent for him to untangle the political snarl in North Africa. But General Marshall would not let him go.

"There are few men in the Army I consider irreplaceable," declared Marshall, "and Persons is one of them."

In 1949, after retiring, Jerry became superintendent of Staunton Military Academy in Virginia and found himself very happy. He has always enjoyed working with boys. (His own son, Wilton Jr., is a captain in the Judge Advocate-General's office, and was one of the defense counsel for Corporal Edward Dickenson, who was convicted of collaborating with the enemy while a prisoner of war in Korea.) At Staunton, Jerry was a happy man, teaching his boys, discussing their problems in fatherly fashion and most of all enjoying the sensation of watching his smart young cadets growing up, from week to week, "like a damned fine garden." Then, in 1951, came another call from Ike.

This time Jerry went. Eisenhower made him liaison officer at Supreme Allied headquarters in Rocquencourt. At once he was plunged into politics. During the months when the general was saying nothing about running for President, his friend Jerry was saying plenty. He ushered visiting congressmen into the Supreme Commander's office at the Paris headquarters and warned them against saying the wrong thing when they left. He briefed reporters with off-the-record interviews. When his advice was asked by his boss, he gave it. (He urged Ike to run.)

Jerry rode the Eisenhower campaign train in 1952, and was one of the first White House aides appointed by the incoming President. Since then he has been working his head off, goaded by the ghost of Papa hovering at his shoulder. Some of Jerry's critics feel that he could accomplish more with congressmen by occasionally being firm. But his 1954 record is pretty impressive. He and his three-man staff labored manfully on the President's legislative program, shaking down some 1,100 wordy schemes into 150 compact proposals, of which 80% were enacted in some form by Congress. Jerry pooh-poohs the idea that he is one of Ike's "key advisers." "The Boss bounces ideas off me like a tennis ball off a wall," he says.

Papa's rigid discipline. He says now he is glad he had it; he might never have tried to make a serious career without feeling he had to do it for Papa. Willie hated classrooms and yearned for the great outdoors. He had a hot temper, and he would fight for what he wanted. When Papa put Willie's dog outdoors at night, Willie sneaked down and brought it back to bed with him. The other boys didn't dare do that.

The first aircraft Willie ever saw was a box-shaped Wright brothers biplane at the Montgomery County fairgrounds. The moment it soared into space Willie knew what he wanted to be, and even today he remembers it as looking "pretty as a swallow on the wing." He was 17 when the first war came along and too young for the American Army. He ran off to New York, lied a couple of extra years to his age, signed up with the Royal Canadian Air Force and was shipped to Toronto. "They didn't teach flying the way we do now," he says. "It was a case of 'Root, little pig, or die.' I soloed in two hours and 45 minutes."

The first time Willie came back to Montgomery in his Canadian air force uniform he was—in Gordon's words—"the hottest thing that ever struck this town." An American general saluted his maple leaves, and the girls ogled his Sam Browne belt. Gordon worshiped him wildly—he was only 15, but he wept and pleaded at his mother's knee to be allowed to enlist. Both the brothers had brand-new Harley-Davidson motorcycles and they roared around in tandem. (By that time the restraining hand of Papa was gone.)

Willie's romantic opportunities were unlimited, and he made the most of them. He courted—as they say in Montgomery—the exciting Eugenia Bankhead, who has since had five husbands. He also courted Zelda Sayre, a blond bombshell who was considered the most daring girl in town. One night on a combination hay ride and swimming party Zelda appeared on top of the hay in the first flesh-colored one-piece bathing suit ever seen in Alabama. The chaperone thought she was naked, and the sensation was terrific. There was a young second lieutenant from the north named F. Scott Fitzgerald who was stationed near Montgomery then, and he was courting Zelda too. Eventually

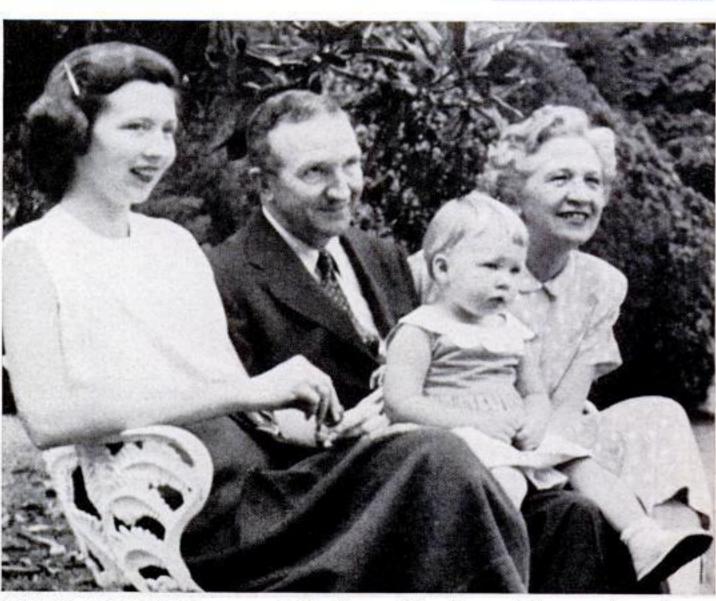
become an American legend.

Willie's real girl friend was Juliette McLendon to whom he gave his first valentine when they were in the third grade. Juliette did what nobody else—not even his mother—would do; she kept his bird dog for him when Willie was out of town.

she married Scott, and went off to engage in a real-life drama that has

Willie was such a natural-born flier that he never got to the first war. The Canadians kept him home as a flying instructor. After the armistice he tried buying cotton and selling gasoline in Montgomery, but he didn't enjoy either. In 1927 he joined the U.S. Air Force and went through nearly three years of training before he was rated a pilot again. Since then he has flown every type of U.S. military plane, including the newest jets. He was director of gunnery for the Far East Air Force late in World War II, has commanded various bombing wings and bases and was deputy director of training for the whole Air Force before moving to Randolph Field. His face has been rebuilt a couple of times after engine failure crashes, and he intends to go on flying the rest of his life.

CONTINUED ON PAGE 192



THREE JULIETTES surround Air Force Brig. General Persons in garden—his wife (right), daughter and granddaughter. His daughter is married to a lawyer.

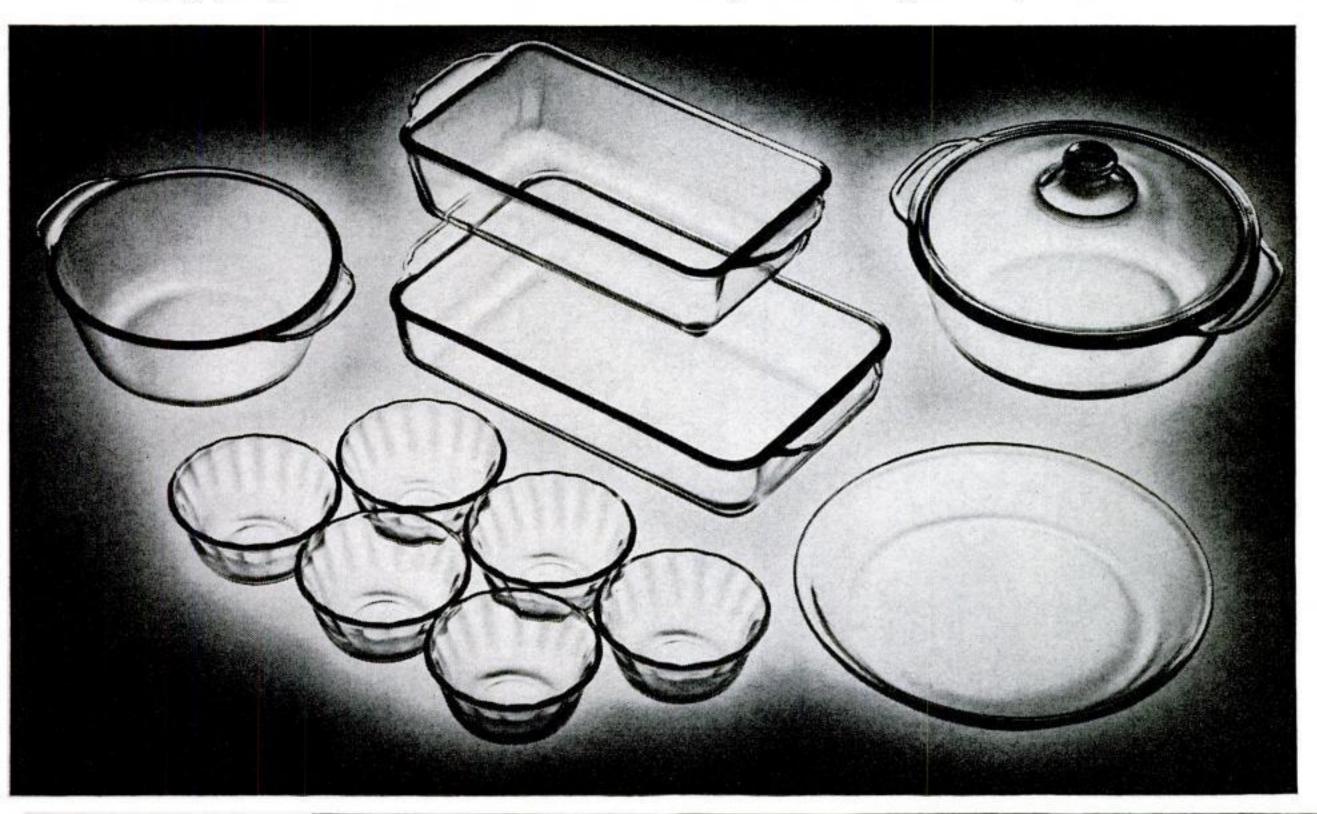
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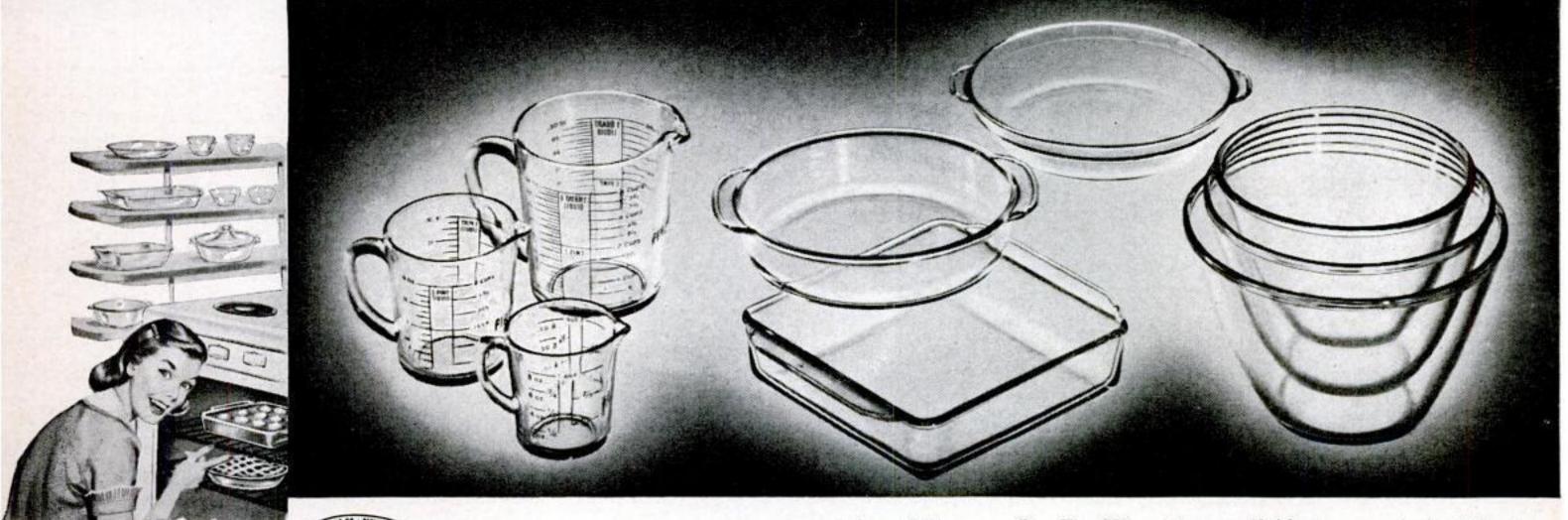


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SOUTH DAKOTA	Feb. 11 - 61
Flandreau	Ethel's Shop
Miller	A E Luces Co
Pierre	E. Lucas Co.
TENNESSEE	Anna Wassell
Alamo	Anna Worrell
Carthage	nugnes & Wyall
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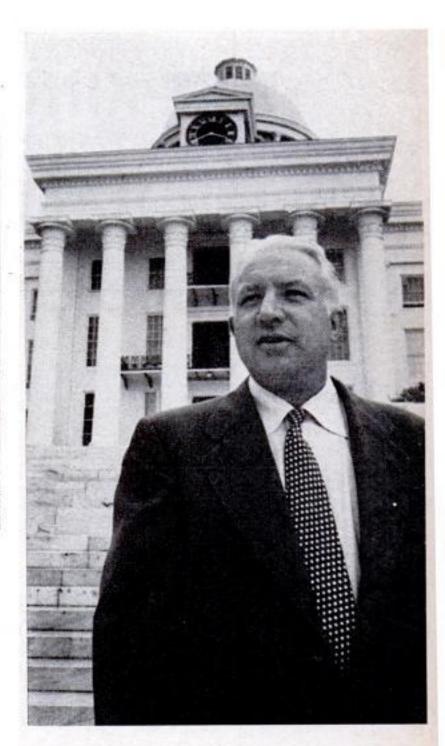
NEW HAMPSHIRE

BerlinBrody's Ladies Shop

or write DORIS DODSON, Dept. L9, St. Louis 3, Missouri



GOVERNOR GORDON, the "smartest" of the Persons boys, posed at 12 on a bale of cotton for publicity picture (above) to promote higher cotton prices. Right: Gordon pauses before state capitol on his way to work.



PERSONS BROTHERS CONTINUED

Gordon is the "smartest" of the family, according to his brothers, though he did little in school to prove it. He preferred gadgets to books. At the age of 10 he bought the first vacuum tube ever seen in Montgomery and made his own radio set. During his first (and only) year at Alabama Polytechnic Institute in Auburn he helped organize a college radio class and built a loudspeaker. Later he opened the first retail radio store in Montgomery, started station WSFA (which still flourishes), sold out at a handsome profit and answered a call from Governor Bibb Graves to head the Rural Electrification Authority for the state of Alabama.

This brought him into a hot conflict with the Alabama Power Company, of which his banker-cousin, General John Cecil Persons of Birmingham, is an important director. With the state and federal governments behind him, and plenty of New Deal cash, Gordon increased the number of electrified rural farms in Alabama from 4% in 1935 to 24% in 1943. (It is now over 85%.) He served during the war as chief radio consultant to the OWI, was elected to the Alabama Public Service Commission, staged another battle with the power company over lower rates for consumers and ran for governor in 1946 and 1950. He made it the second time, after barnstorming around his state in a helicopter.

"All the farmers think Gordon Persons invented electricity and he never did do anything to deny it," complained one of his oppo-

nents.

When Gordon was elected governor, he became, ex officio, a trustee of his alma mater at Auburn. Two days after his inauguration he announced that he was going to fire Auburn's football coach. This caused a bigger ruckus throughout the state than if he had arrested the whole outgoing administration. Soon after this Gordon went out on the lawn in front of the capitol and set fire to a pile of wicked looking leather lashes he had ordered confiscated from every prison and road camp in the state. "Alabama," he cried, "must never have another Scottsboro boy!"

'I'm just a politician'

LL this was for public consumption. But a few days later Gor-A don did something that required plenty of guts. One of his campaign promises was to clean up Alabama's corrupt parole and pardon system, under which any prisoner with about \$500 could buy his way to freedom. The convicts at Montgomery's big Kilby Prison did not approve of Gordon's proposed reforms and they set fire to their cotton mill seven times during Gordon's first three weeks in office. A hobby of Gordon's is collecting revolvers and pistols. One noon he put one of these in his pocket and walked into the prison mess hall where he found himself surrounded by 1,500 sullen convicts.

"Look me over, boys," he told them. "I'm just a politician. The only difference between you and me is that I haven't been caught



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There's fashion news in the young lines, the warm colors, the rich smooth texture of these fall dresses. And because the fabric contains Acrilan acrylic fiber, they'll wear that same lively new look every time they step out of the closet. Acrilan helps these dresses stay clean and resist wrinkles, helps them keep their shape and their fit too. When you can look so pretty with so little effort — why not have a whole wardrobe of dresses made with Acrilan?

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FABRIC: "KEYNOTE" BY FABREX, A RAYON-ACRILAN BLEND

CHECK LISTING ON OPPOSITE PAGE FOR NAME OF STORE NEAREST YOU.





ALABAMA'S FIRST FAMILY—the governor, his wife Alice, Gordon Jr., 24, and Elizabeth, 19—have lunch in small dining room of executive mansion.

PERSONS BROTHERS CONTINUED

yet." This drew a few laughs and broke the tension. "I don't mind it if you burn down that cotton mill," continued the governor. "But don't forget cotton is the only thing we Southerners can get any northern money for. You men eat off that cotton mill. If you burn it down you're taking the food out of your mouths." He then gave his personal pledge that every convict—and not just the ones with money—would get a fair deal from his new parole board. Since then there has been very little trouble at Kilby.

Gordon is completing his four-year term this year, and even his critics will tell you he has done a first-class job as governor. He has followed his papa's teaching and fulfilled every campaign promise he made in 1950. He has a signed and framed resolution of the

legislature hanging on his office wall to prove it.

Gordon was an ardent supporter of Adlai Stevenson in 1952 and is already touting him for 1956. "Burt's in the White House 100%, and I'm trying to get him out 100%," he says. During the presidential campaign the two brothers gave each other all the bad advice they could think of. Burt won that round. But Gordon is openly scornful of what has happened since. "I could have put that program through, with all the patronage the President has," he says.

IN the acquiring of worldly goods and fame, the Reverend Frank Persons is the least ambitious of the brothers. He is also the one who rebelled most thoroughly against his father's training. He remembers Papa's cowhide, but he does not believe it did him any good. If he could have his way he would wipe all forms of punishment from the earth. "Love thy neighbor . . ." is not just a

phrase to him; it is his way of life.

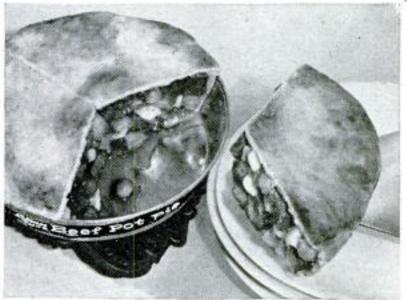
Frank found his school work difficult and never finished his course at Starke's. But he read the Bible eagerly, sometimes shutting himself in a closet with it for a whole afternoon. Papa was a devout Baptist and Mama an equally staunch Methodist, but neither objected when Frank became a choir boy at old St. John's in downtown Montgomery, where Jefferson Davis once had a pew. The vestments and rituals connected with the Episcopal service made a deep appeal to the religious-minded boy.

He was not just a Sunday churchgoer. While still in school he did church social service work and later, working as a clerk for a Birmingham coal company, he taught Sunday school and joined the staff of a mission in the slums. He emptied his pockets to beggars, gave away his salary for good causes and had to call on Papa for eating money. Papa did not like this evidence of "shiftlessness." He refused, at first, to send Frank to the Virginia Theological Seminary. But when he saw that was all his son wanted, he gave in and furnished the funds for his education as a clergyman.

Frank's first preaching assignment was among the mountaineers around Charlottesville, Va. "I made many a sermon in one corner of a cabin while the men were making mash in another," he recalls. "I never criticized them for it. It was the only way they could turn

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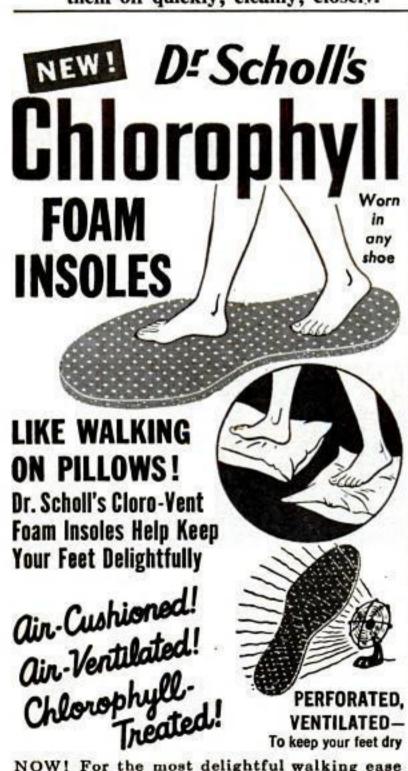


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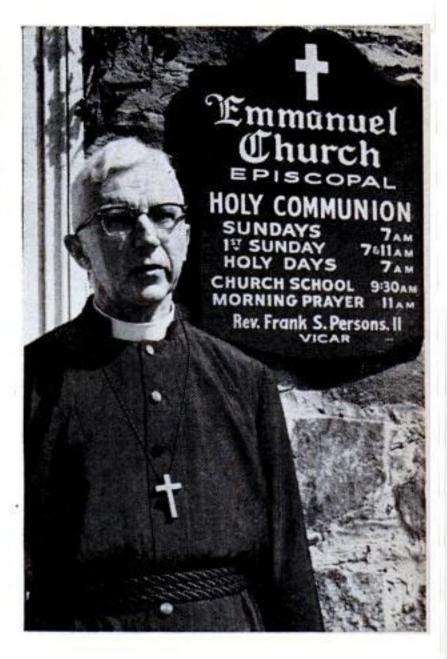
D' Scholl'S CLORO-VENT INSOLES



Free brochure tells how to save and have fun with a "Do It Yourself" Chris-Craft Boat Kit! See the Kit Fleet in action — Prams, Outboards, Speedboats, Outboard and Inboard Cruisers! Easy to assemble! Priced from \$49 f.o.b. factory (subject to change). Kits include precut parts, brass fastenings, instructions. Write NOW! Dept. S, Chris-Craft Corporation, Algonac, Michigan WORLD'S LARGEST BUILDERS OF MOTOR BOATS



VICAR FRANK, oldest of the Persons brothers, at 4 wore a flowing bow and a cherubic expression (above). Standing before his tiny Opelika, Ala. Episcopal church (right), he still shows gentle manner admired by brothers.



PERSONS BROTHERS CONTINUED

their crops into money." (Today, in his congregation at Opelika, Ala., Frank has a couple of revenue agents assigned to catch moonshiners in the nearby hills. One of them is thinking seriously of entering the Episcopal ministry.)

Frank's family associations could easily have started him on the path toward a bishopric. But he was not interested. "The only thing I have against the ministry," he says, "is that you have to take a salary for doing the work of God." He has been a low-paid missionary almost all his life. The only church he ever had that was supported by its congregation and endowment was St. Mark's,

at Mauch Chunk, Pa.

Before that he spent six years in Cuba, building a church and school at La Gloria on the citrus-raising north coast. Negroes, mulattoes and whites were in his congregation, which included eight nationalities. In 1932 a hurricane killed many people in La Gloria and destroyed everything Frank had built there. He stayed on among the ruins, feeding his flock on the bare church floor, until he was ordered to leave to escape an epidemic.

In 1952 he came back to Alabama, as vicar of a little stone church with 31 communicants. (It now has 59.) Opelika is a cotton mill town about 60 miles from Montgomery. The population is Methodist or Baptist, almost to a man. Frank's church is on a busy traffic corner, hemmed in by a freight truck depot and a supermarket. But there is a fine old-fashioned white frame vicarage with high-ceilinged rooms which his wife, Caroline, has decorated in restful fashion.

Communions, sermons and picnics

THERE is nothing noteworthy in the life of a parish priest," says Frank, but that depends on the point of view. On a typical Sunday morning a few weeks ago he gave communion to 19 people, which included, in each case, a promise of eternal life. That was at 7 o'clock. Afterwards Frank and the whole congregation had breakfast together and then he drove off to administer communion to six more people who were sick in bed or dying. At 11 he preached a sermon on the Ascension; "And so Heaven is not a place, it is simply being with God," he concluded. Then he baptized a 7-week-old baby—"This new life, born into the church." By then the sun was very hot and sparrows were twittering cheerfully in the rafters of the church.

In the afternoon Frank and his family drove 40 miles to attend a picnic at one of the big pumping stations of a transcontinental pipeline. It was given by a tiny congregation which Frank is organizing in nearby Roanoke. Many of the people from the Opelika church were at the picnic. Afterward they all drove to a vacant church which the Roanoke group had rented and dusted for the occasion. The singing was accompanied by a creaky parlor organ and the altar rail was improvised from fresh lumber. The Suffragan Bishop of Alabama was there, and Frank assisted him in confirming four new members of the church.

In addition to such duties Frank is an active sponsor of the

CONTINUED ON PAGE 198



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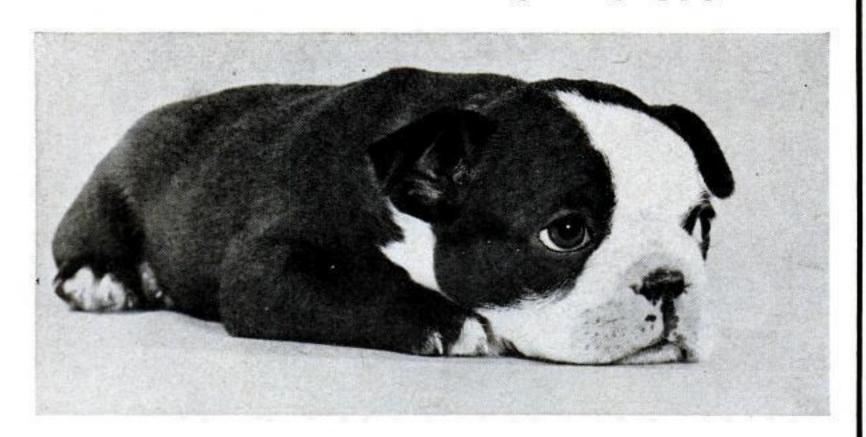
Misses sizes 8 to 18, about \$35. Girls 7 to 14, about \$25. Subteen 10 to 14, about \$30. Little Girls 3 to 6x, about \$15.

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All dogs get worms at some time. They should be treated at once! Use Sergeant's SURE SHOT Capsules if your pet weighs over 10 pounds. If he is a smaller dog or puppy, give him Sergeant's PUPPY CAPSULES. Delay in worming can impair his health seriously.

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AT BEDTIME give your child America's besttasting laxative-chocolated Ex-Lax. There will be no fuss because

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NEXT DAY - Ex-Lax will continue to help your child toward his normal regularity. He'll hardly ever have to take Ex-Lax again the next night!



PERSONS BROTHERS CONTINUED

Episcopalian retreat movement, attends meetings of Alcoholics Anonymous (though, he says, "I don't qualify as a member"), is currently battling a prohibition campaign of Opelika, lends a hand in juvenile court work, and when anybody is sentenced to die for murder in Alabama he pesters Gordon to commute the sentence. (This usually doesn't work.) He takes part gladly in inter-racial conferences, sleeps in the same room with Negro priests and makes it clear to his congregation that there is no such thing as segregation in the church. Thus, in his own way, he is doing something about the South's most pressing problem.

ALL the brothers are on the most affectionate terms and admire each other openly. The political differences between Burt and Gordon have not changed this feeling one whit. When Gordon is in Washington he stays with Burt and his wife; and when Burt can get away from his Republican job in the White House he drops down to Democratic Alabama to feast on fried chicken and barbecued steaks at Gordon's white executive mansion, or to lie on the beach in front of Gordon's Gulf Coast cottage. Gordon's home is the headquarters and general hotel for the family. "They come here to eat and call it a visit," says the governor indulgently.

Altogether the Persons brothers have married seven wives and fathered five sons and three daughters. (Burt was divorced in 1928 and remarried in 1948. Frank's first wife, a Philadelphia social worker, died in 1940.) To date there are eight grandchildren. The brothers differ widely in their hobbies: Willie likes to fish and hunt; Gordon collects firearms and tinkers with automobiles; Burt collects antique watches, favors fancy vests and Siamese cats; and Frank tends his flower garden.

Between Frank the preacher and Gordon the politician there is the kind of bond that often exists between the oldest and youngest of a family. When Gordon was a baby, Frank was in his teens and rocked him to sleep in his arms. Now it is Gordon who watches over Frank.

Sitting in his gadget-littered office recently the governor was pondering the achievements of the Persons brothers. "Burt always did what he was supposed to, and it paid off," he said. "I always raised as much hell as I could, and that paid off too. Willie was like a bird—he could never be happy cooped up on the ground.

"Brother Jo was the most like Papa of any of us. He worked hard and tried to keep us smaller boys in line. When he went to college he was just a tall thin boy, but he got interested in physical culture and he became the strongest man I ever saw. He spent an hour or two every day working out and helped raise the money for a new Y.M.C.A. gymnasium. He taught his little boy to shadow-box in his crib, and the movies made pictures of that and distributed them all over the country. Jo strained his heart with all that exercise, and that's why he died when he did.

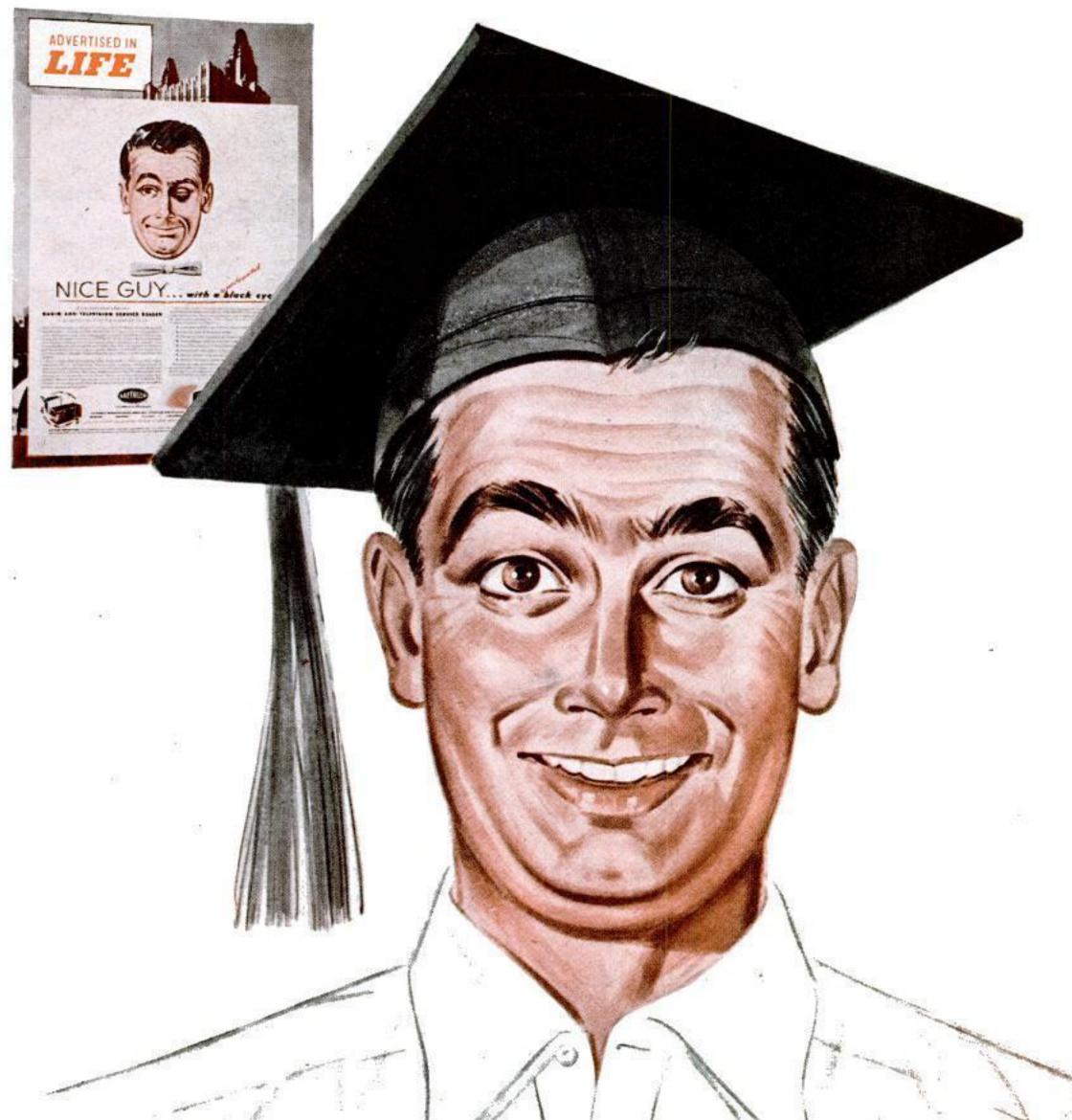
"Burt and I get the most publicity these days, but the others are the ones who deserve it. A general on active service for his country, and a preacher who does nothing but good to anybody-what more can you ask than that? That preacher brother of mine would give his teeth away if he thought somebody could use 'em better. He don't want anything, never had anything and never will have anything. But what he is doing in that little town up there is more important than making money or electing presidents.

"The rest of us take mighty good care of that preacher of ours.

We all may need him some day."



COMMUNION BREAKFAST brings Opelika parish members together with Frank Persons, son Stan (at Frank's right), wife Caroline (wide-brimmed hat).



"DOCTOR

(of Sound and Sight)

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Use only parts of recognized quality. 3. Charge not more than list price for parts

Test customers' tubes as accurately as

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STAG RECEIVING LINE greets ebullient Nancy Fetzer (foreground), who had her own debut last June and was a volunteer social secretary during the party's

preparations. The boys shook hands with her on her first time through, but during a second trip she was cheerfully received with less formality (opposite page).



APPRECIATIVE KISS is given to Nancy Fetzer when she tours line again. Other debs followed suit.



VEGETABLE BOUQUETS of lettuce, pea pods, carrots are delivered in basket by Nancy Patterson.



BANDSTAND SIGN for "beautillion" was donated by friend of one boy's father. Debs sing Alouette.

Life Goes to a Debut in Kneepants

STAGLINE SUFFERERS IN MIDWEST SPOOF GIRLS' COMING-OUT PARTIES

Anticipating their midwinter stagline duties with rebellious boredom ("We see the same people and say the same things"), the eligible young men of Chicago's North Shore suburbs decided this summer to get their fun in first. Chipping in \$15 apiece, 39 of them organized a "beautillion" in a large backyard belonging to one of their families. They hired a fashionable orchestra, drafted their bemused mothers to make sandwiches, put their reluctant sisters to waiting on tables and enlisted their willing older brothers to tend bar. Then they cut off their old khaki pants at the knees and dyed them black to wear with white formal coats. A last

minute crisis arose when the local haberdashery produced three pairs of high socks instead of the three dozen pairs ordered, but frantic phone calls to Chicago stores got more socks in high time.

Finally and triumphantly arrayed, the 39 knobby-kneed debs assembled in the backyard and, munching impatiently on their vegetable bouquets (top), waited for unsuspecting young ladies among the 300 guests to enter the receiving line. Standing in alphabetical order they watched their lead-off man, George Atkinson, ensuarl the first single girl in a vigorous embrace and with that the debut was on from able A to zealous Z.



THEME SONG composed for occasion was sung lustily by all kneepants debs: "We are coming out as you can see, we are the North Shore debutantes, tee, hee."



DRIVEWAY DANCES after the reception included a lively bunny hop in which the boys and their guests formed a long snakeline behind pretty Cynthia Coffey.

Boys' Debut CONTINUED

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AS STAPLER staples up to

30 sheets of paper

AS TACKER tacks even to solid wood

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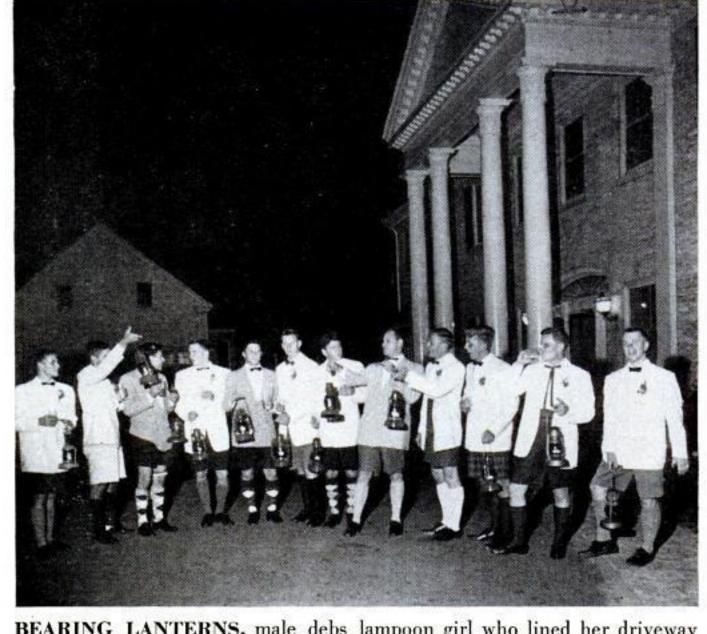
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ARROW FASTENER CO., INC.

BROOKLYN 12, N. Y.

25-49



BEARING LANTERNS, male debs lampoon girl who lined her driveway during her coming out party with flares. Boys put lanterns in club driveway.

MILWAUKEE TRIES IT TOO

The "debeautant" rebellion now has spread to Milwaukee where 12 jaded stagliners came out in shorts at an exclusive country club and served their guests Bratwurst sausages and barreled beer. On their invitations "bitte antworten" (German for RSVP) was printed in small type. Many guests, misreading this request, replied to a "Miss Bille Antworten" and the delighted boys created a Miss Antworten in the person of an amiable dachshund named Karl (below) who was an official host. In the main hall the male debs stood in line while 350 guests greeted mothers, sons and dog first, then sidled across the room to shake hands with the papas and guzzle five barrels of beer.



"BILLE ANTWORTEN," the dachshund host, awaits guests in the arms of male deb, Pete Smith. At Pete's right is his mother, Mrs. John H. Batten.





LUXURY BOURBON AT A WELCOME PRICE

You'll be pleased with today's lower price for "The Noblest Bourbon of Them All." OLD TAYLOR is now yours to serve, with all its rare mellowness, at a price even less than you may think. How welcome is a lower price for such a luxury whiskey in these days of high living costs! Here is your invitation to make OLD TAYLOR your bourbon.

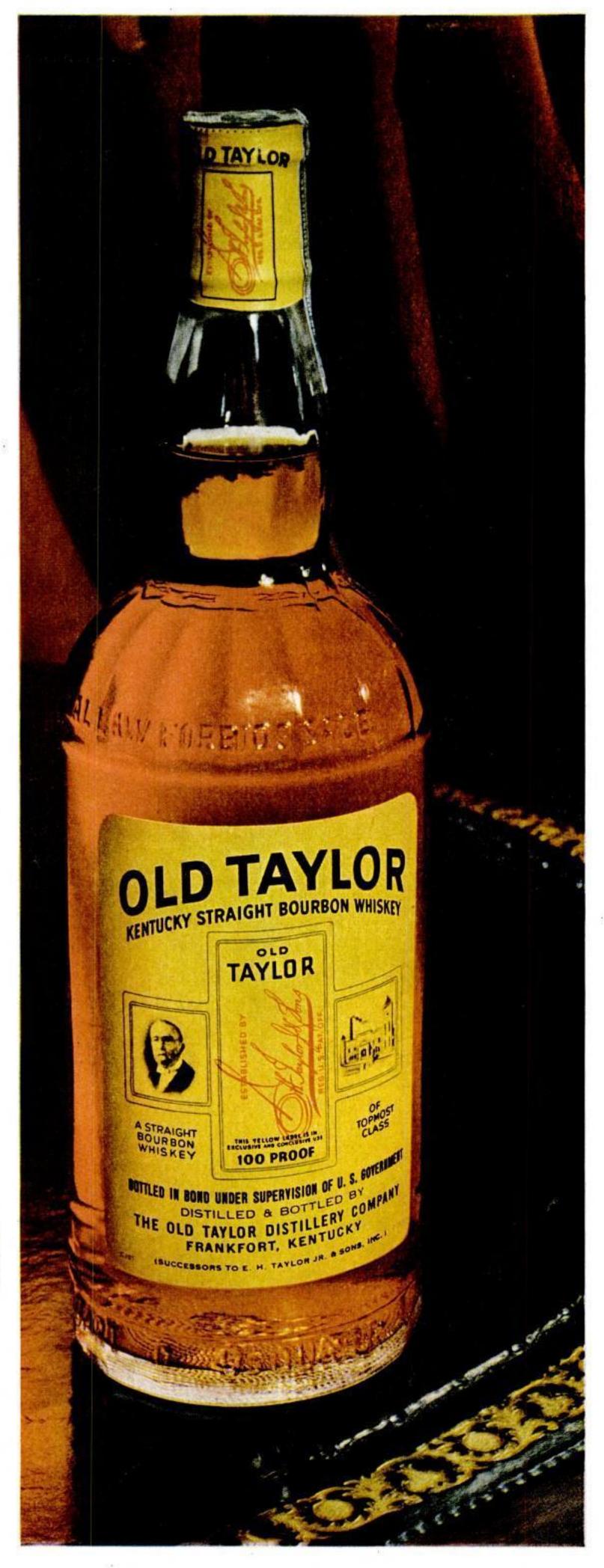
The Old Taylor Distillery Company Frankfort, Kentucky

OLD TAYLOR

Kentucky Straight Bourbon Whiskey

"THE NOBLEST BOURBON OF THEM ALESON







Boy's Debut CONTINUED



HANDKISSING Dick ("Alf") Gallun gallantly ignores the grotesque rubber mask worn by pretty Marna Wagner to spoof the boys in the receiving line.



PIPESMOKING Bunny Morrison, who will make her own debut at Christmastime, appeared at party in a man's top hat. She smoked pipe only as a gag.



CHARLESTONING Carol Drause, who wore a genuine flapper dress, danced so energetically with her brother Charles that she broke a long string of beads.

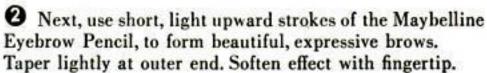


Accenting

eyebrows

3 quick tricks to eye beauty

• With Maybelline soft Eyebrow Pencil, draw narrow line across upper eyelids, at base of lashes, adding short up-stroke at outer corner. Soften line with fingertip.



3 Apply smooth Maybelline Mascara from base to tips of lashes, brushing upward. (Hold a few seconds to set "up-swoop.") For an extra touch of mysterious eye beauty, blend a bit of Maybelline Eye Shadow on upper lid.

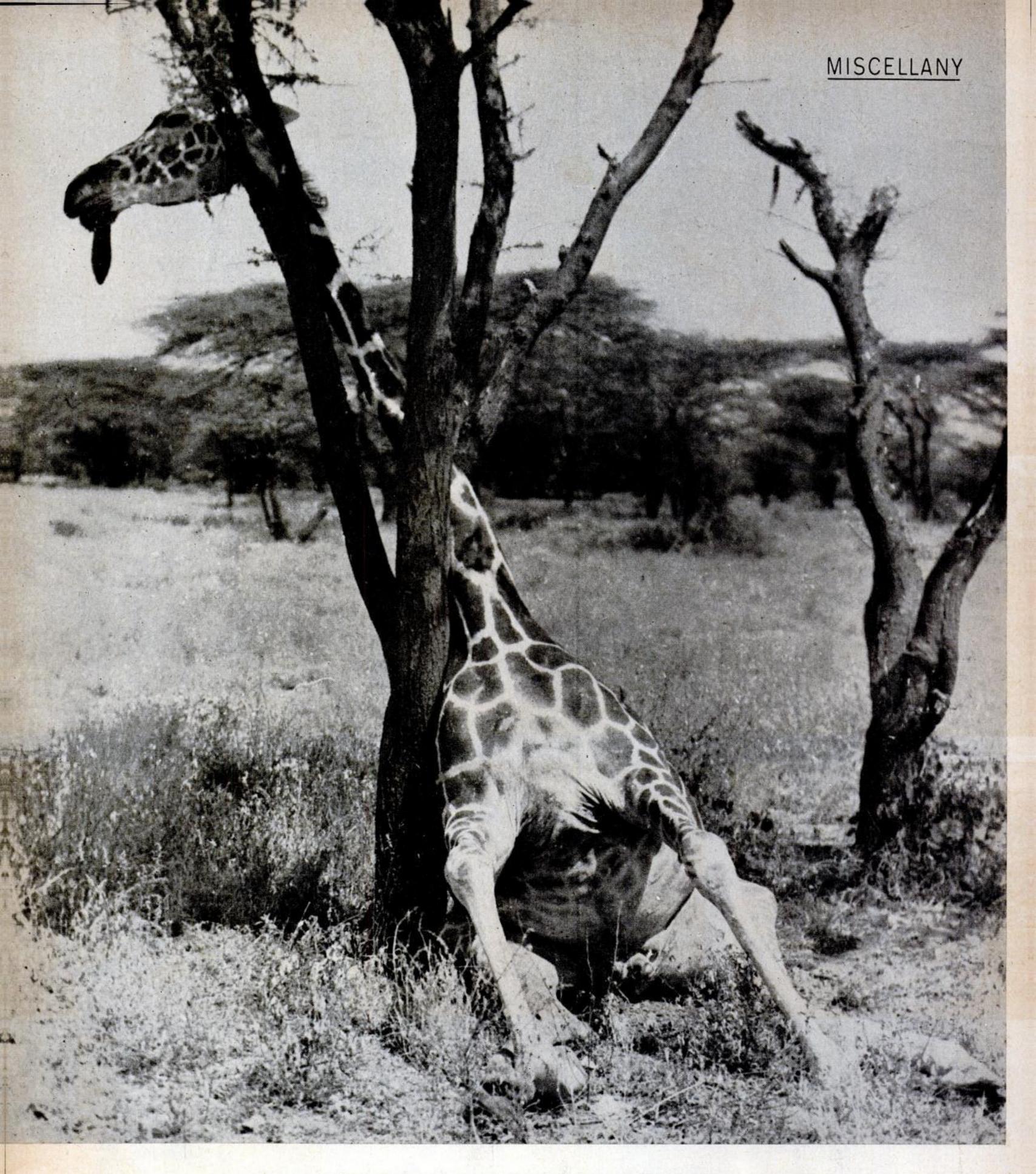
The world's smartest women depend on Maybelline soft eye make-up for heart-stirring beauty. Today, let Maybelline magic bring out the unsuspected loveliness of your eyes!



Enjoy todays modern ... todays new

ROYAL CROWN COLA



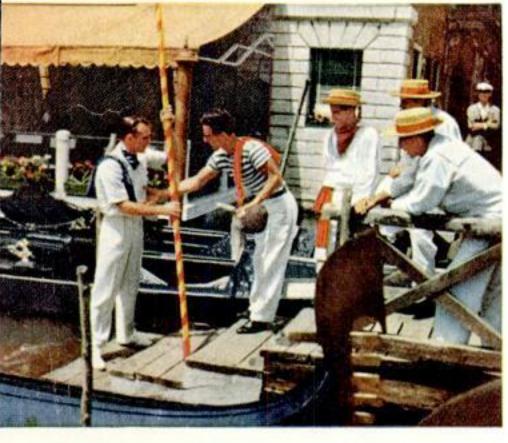


TREETOP PREDICAMENT

When Photographer Peter Butler on African safari came upon this giraffe it had just died, perhaps as recently as 15 minutes beforehand. Apparently it had been eating leaves in the higher reaches of the tree, and then suddenly found itself caught in the fork

formed by the two branches. High-strung as are all giraffes, it must have pulled back, cutting off its air supply, then fought crazily against the restraint, every move worsening its position. Near the end it fell unconscious and its heavy body pulled its neck ever tighter.

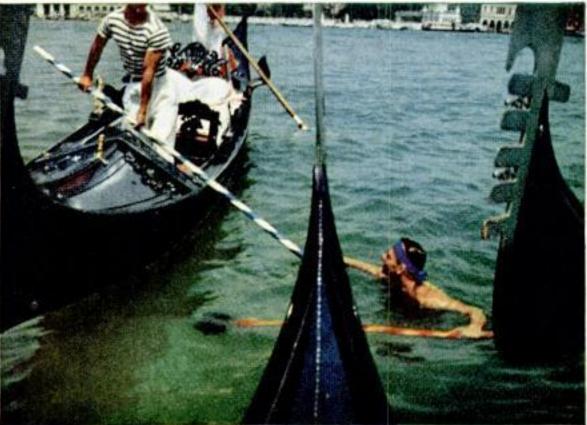




2 "'Your gondolier knows the ropes,' Luigi had said as he showed me the long pillow-headed lance I would use. Giovanni, my gondolier, flashed me a smile of encouragement. An hour later, in mid-canal, Giovanni was poling me towards my adversary.

5 "No other city has 'streets' like Venice's. Canadian Club, too, is unique. On my European trip, I found it was enjoyed everywhere my S.A.S. plane landed."

Why this whisky's worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon.

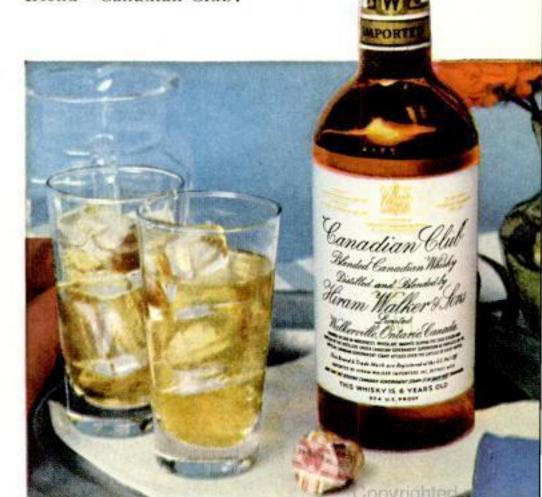


3 "Luigi's lance came fast and before I could duck I took it on the chin. Next thing I knew I was treading water in the deepest channel of the Canal Grande. Luigi's grin, as he hauled me out dripping, just egged me on. I vowed I would have my revenge; but after two more duckings I knew I was outmatched.

Yet it has a distinctive flavor and a character that is all its own. You can stay with Canadian Club all evening long... in cocktails before dinner and tall ones afterward. There is one and only one Canadian Club, and no other whisky tastes quite like it in all the world.



4 "Less bedraggled after a quick change, I let Luigi play the chivalrous host. At the Monaco Hotel, he arranged a reunion with a mutual friend—Canadian Club!



IN 87 LANDS ... THE BEST IN THE HOUSE



6 YEARS OLD

IMPORTED WHISKY . MADE BY HIRAM WALKER

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What a Pair!

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Yes, the Chesterfield you smoke today is the best cigarette ever made. They satisfy millions . . . they're best for you!

